The INLAND PRINTER

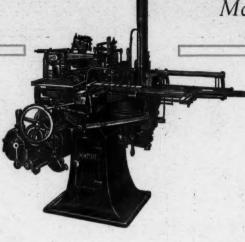
Leading Trade Journal of the World in the Printing & Allied Industries

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Single Types Prideful Work

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Monotype increases production without increasing the payroll-the increase is "all velvet"

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DOMINION PRESS, LIMITED MONTREAL, OUEBEC

"Our composing room force, including Monotype operator (a combination man), is precisely the same as formerly; in other words, the cost of operating both keyboard and caster is fully offset by a corresponding reduction in Hand Composition—the extra output being all velvet."

HENRY UPTON, President



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entirely separate from casting mechanism

a positive aid to production

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LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

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Gives you a quick start on the day, saving time and money, and increasing profits. A trial can at small cost will convince you.

Ask your dealer, or write PRINT-AID CO., Dayton, Ohio

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The INLAND PRINTER

Vol. 65, No. 2

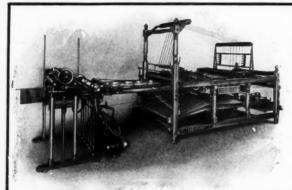
HARRY HILLMAN, Editor

May, 1920

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TERMS-United States, \$4 a year in advance; single copy, 40c. Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.



The Hickok Automatic Paper Feeder

The Eaton, Crane & Pike Company, of Pittsfield, Mass., writes us in regard to the Hickok Automatic Paper Feeder as follows:

"Your Automatic Paper Feeder, used in connection with your ruling machine, is proving very satisfactory, and we are having splendid success with it. It has given us no trouble at all since it was first set up. and we anticipate continued good results."

THE W. O. HICKOK MFG. COMPANY

Established 1844

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ROYAL



and the

average electrotyper compared in point of yearly output.

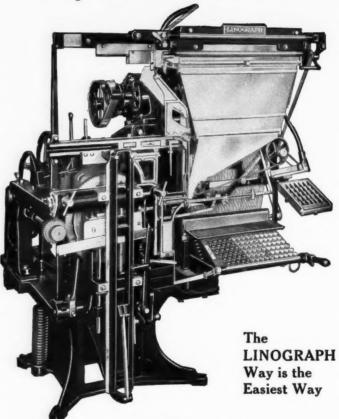
It would seem that Royal Electrotypes are preferred.

Royal Electrotype Company Philadelphia

Member International Association of Electrotypers

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The Compositor's Best Friend



We have previously told you that the **LINOGRAPH** liberates the compositor's creative talent. That is because of its extreme simplicity of construction which demands less attention than a more complicated machine. The natural result is that the operator produces a satisfactory amount of composition easily, with few errors, and little or no mechanical trouble.

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These are matters which merit your careful consideration and we invite your investigation.

Convincing literature at your request.

THE LINOGRAPH COMPANY

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ETABLISSEMENTS PIERRE VERBEKE

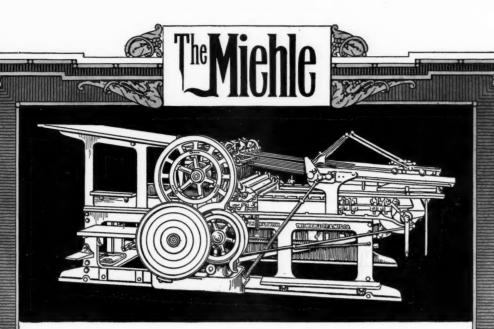
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The recognition of this fact, as well as the generous appreciation and co-operation of printers everywhere, has made this widespread distribution possible, and as Serial No. 12,000 leaves our factory, we pause to acknowledge our gratitude to all of our customers—every one of whom we feel to be a friend.

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Meet every possible production requirement expected of a modern Power Paper Cutter and excel in Speed, Accuracy, Durability, Safety and unusual Convenience in Operating.

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DIAMOND POWER CUTTERS have the "double-shear" or dip cut, making the cut smoothly, quickly and without drawing the stock. No "stall" or spring on the heaviest cuts. Note the strong, unyielding one-piece base, the massive side frames and extra heavy and rigid knife-bar with its three adjusting screws. Has triple-split interlocking back gauge, coming close to extra long side gauges on both sides, and steel tape back gauge indicator which can be easily locked. Many other features that will appeal to you.

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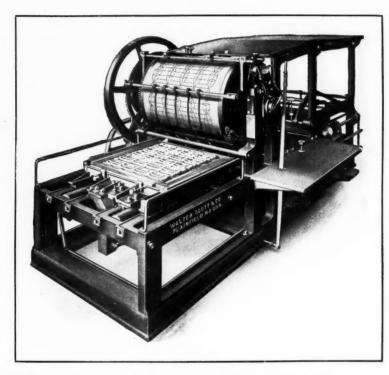
The SCOTT

High Speed Direct Drive Cutting and Creasing Press

has compelled us to increase our manufacturing facilities to take care of same. Now we are in a position to make shipment in a few weeks from date of order of a machine to you.

This Wonderful Machine

has been ordered by progressive folding box manu-



facturers not only in this country but from China, Japan, Australia, Great Britain and other lands across the sea. Orders are pouring in on us.

THE BED OF THE No. 5 MACHINE

is 34x44 inches, maximum size form 31x43 inches. The press will run at any speed up to twenty-five hundred per hour. It will pay you to discard the slow running platen presses, or old slow running cylinder presses you are now operating, and install the latest and best, THE SCOTT.

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Westvaco 1

MORE and more the careful buyer—the man who checks up his paper values—selects the Westvaco brands. These standard papers merit the reputation they enjoy. The large increase in yearly sales of these Westvaco brands is the best endorsement of their worth.

The distributors listed will gladly supply sheets for dummies.



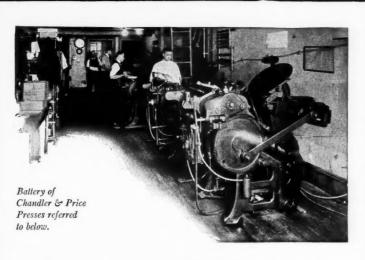
THE WEST VIRGINIA PULP & PAPER COMPANY

NEW YORK AND CHICAGO



THE West Virginia Pulp & Paper Company mark protects you on quality and uniformity. Every case is labeled with our guarantee mark. The following distributors are ready to serve you with samples. Be sure your name is on the mailing list of our nearest distributor so that you receive the Mill Price List monthly.

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CLEVELAND The Union Paper & Twine C	
CINCINNATI The Chatfield & Woods (Company
PITTSBURGH The Chatfield & Woods (Company
BOSTON The Arnold-Roberts C	
PHILADELPHIA Lindsay Brothers, Inco	orporated
WASHINGTON, D. C. R. P. Andrews Paper C	Company
NORFOLK, VA R. P. Andrews Paper C	Company
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NEW YORK & CHICAGO The West Virginia Pulp & Paper C	Company



The Stanley B. Moore Co. CLEVELAND, OHIO

A FIRM which presents a striking illustration of the almost negligible upkeep of the Chandler & Price Gordon.

Out of this entire installation of six Gordons, absolutely nothing was paid out for repairs during 1917. Nothing was paid in 1918. By the middle of 1919, only \$3.41 had been spent in repairs.

These figures are the more interesting in view of the fact that the Stanley B. Moore Company is known as an exceptionally high production plant. The quality of their work testifies to the condition of their presses, in spite of this low upkeep costs.

Write for booklet "The Profit in Printing"

is-

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The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

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THE IDEAL CABINET

is the one that provides maximum working efficiency in a minimum of floor space. That's what "saves the minutes," thereby increasing the output and reducing costs. A glance at the Hamilton Cabinet No. 549 (in wood, No. 2010), illustrated hereon, will convince the particular printer that in these points this design is about 100% right.



No. 549 - Steel. (Same Design in Wood, No. 2010.)

No other type cabinet embodies so much real efficiency in so little space, nor so many desirable features in such convenient arrangement. Note especially the full-length Lead and Slug Case, the Spacing Material Cases and the Quarter Cases. Everything the Compositor needs. Minimum of interference - maximum of speed.

DETAILS:

DETAILS:

Both sides alike.
Full-length sloping work bank, 18 x 72 in.
Twenty-three full-size California Job and one Blank Case, with Pulls, and mortised Label Holders, in each tier.
Two Swinging Trays for Quarter Cases.
Copy Drawer.
Electric Lights over head and over cases.
Full-length Lead and Slug Case with duplicate compartments for all em measures, 4 to 28.
Complete equipment of Justifying Materials Cases in tray over Work Bank.
Panelled Ends and Back.
Height to working surface, 4t inches.
Finish: Steel—olive green; Wood—antique gloss.
Total floor space required, 72 x 35 in.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



4,045,500 Folds is a Lot of Folds

HE latest addition to our plant is the new type Cleveland Folder. A record of production for the two months we have operated this folder, shows that out of 398 productive hours, it has folded 1,594,000 circulars, making a total of 4,045,500 folds. This machine requires two girls to operate it. These two girls doing the same work by hand would have taken 2,890 hours, or seven months.

Before installing this machine, although we did not do the same volume of business we are now doing, hand folding was the only method we had of handling this class of work in our plant. From these figures you can draw your own conclusions as to how much better we are equipped to serve you.

The above was taken from a circular sent out by a Kansas City firm to its customers—name furnished upon request.

THE CIEVEIAND FOIDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York The Bourse, Philadelphia 532 South Clark Street, Chicago 101 Milk Street, Boston

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.





With this Knife on your cutting machine you are assured of smooth, clean cuts, made quickly and always true.

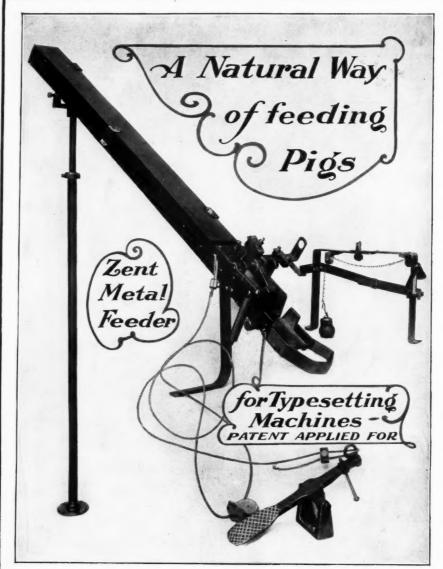
DOWD KNIVES have solved the cutting problem in hundreds of shops for many years. Operators everywhere know DOWD KNIVES and—like them. The oval trade mark identifies the knife. Order your cutting knives by name. See that you get what you order. Dowd guarantees you entire satisfaction.

Ask Dowd of Beloit about cutting knives for all your machines.

R.J. Dowd Knife Works

Makers of better cutting knives since 1847

Beloit, Wis.



Saves

Time Gas Work and Worry

9

Costs Less

to
Install
Maintain
and
Operate



Gives

Quality Slugs and Causes No Trouble

9

You Need This Feeder On Your Linotypes!

ZENT PRODUCTS CO., Troy, N. Y .:

Gentlemen—We have tried the Zent Metal Feeder and find it very satisfactory. Please send another for Model 9 Linotype, complete with electric buzzer and transformer for 110 volts, the same as sent with present one.

Very truly yours,

WATERBURY REPUBLICAN, Inc., Waterbury, Conn.

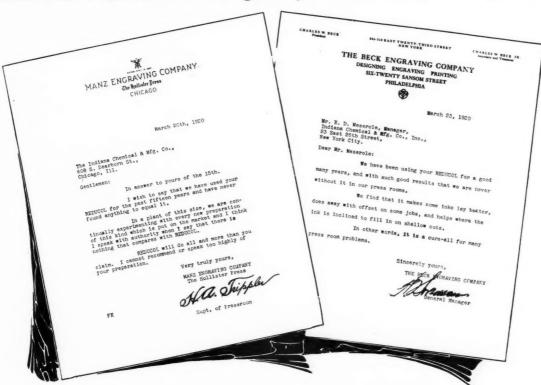
Zent Products Co. 3Bridge Ave., — Troy, N.Y.

Manufacturers

Zent Metal Feeder, Zent Matrix Grip, "Sure-Stop" Assembler Clutch, "Metal-Free" for Spacebands

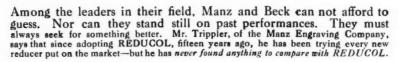
Pacific Coast Agents: THE NORMAN F. HALL CO., 148-150 First St., San Francisco, Cal.

When You Know What These Men Know About REDUCOL You Too Will Use It—Regularly. Read What They Say:



REDUCOL

More Printing
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Better Printing
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REDUCOL is the original reducer with a paste base. It cuts the tack out of the ink without affecting the body, softens it instead of thinning it. Does not affect colors. Gives impressions an excellent surface for perfect overlapping. Distributes the ink better. Gives 10% to 25% more impressions. Saves time and eliminates much of the slipsheeting and wash-up during the run.

If you are not using REDUCOL (most of the good printers are) you are working under an unnecessary handicap. Why not send for 5 or 10 pounds as a trial order and see what it will do for you? Price 65 cents per pound. If results are not satisfactory, we will immediately cancel our charge for the trial shipment.



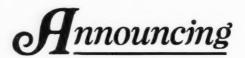
Dept. I-5, 135 S. East Street, Indianapolis, Ind., U.S.A.

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The Fabrikoid process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen — all pliable, scuff-proof, stain-proof and water-proof.

FOU PONT DE LA PRIKOID

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—for the books which are your companions, in an hour by the fireside; for those you use daily in the office or in the field; for the handsome bindings which make your library a thing of pride.

There is a type of Fabrikoid for every purpose—but all have the distinctive Fabrikoid qualities. Finger-marks will not show; even an ink-stain may be washed off easily. For wear, nothing can surpass Fabrikoid.

A sample, large enough to bind a book, will be sent for the asking. Just mention kind desired. Write.

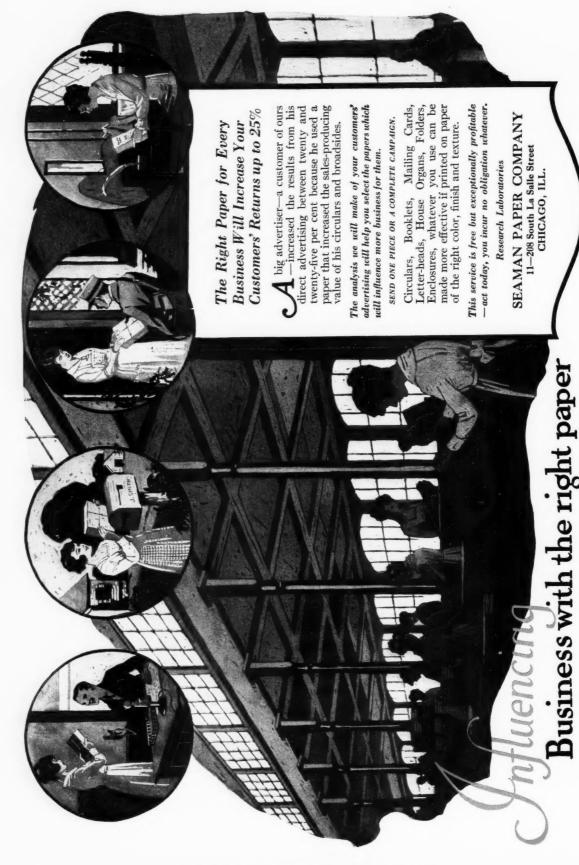
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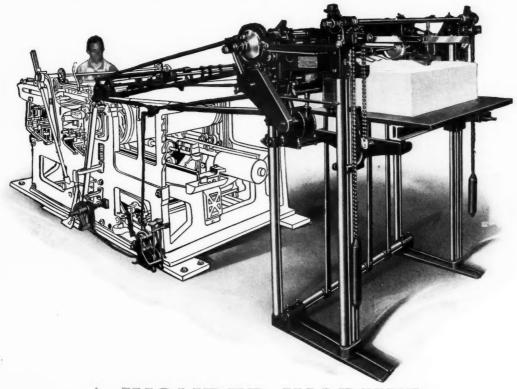
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Gugle Building . . . Columbus, Ohio
McCormick Building . . Chicago, Ill.
Merchants Bank Building . . Boston, Mass.
Chronicle Building . . . San Francisco, Cal.

Plant: Newburgh, N. Y.

FABRIKOID





A WONDER WORKER

HE workman called 'The Dexter Combing Pile Feeder' that you recently put on duty in our shop is indeed some fellow—steady, most reliable and the fastest and best employee in the place; works every minute of the day, and with practically no attention required from anyone, and, furthermore, keeps up the gait all day long, day in and day out.

"Our printing foreman states that he has worked with many self-feeders, but that this latest Dexter type is by far the easiest, simplest and causes less trouble than any he has ever worked with.

"When we bought our last Optimus press and your Feeder, we were then undecided at that time as to whether we should have purchased that outfit or a smaller automatic press, which would run about two or three times as fast as this larger equipment, but which only had a capacity for a sheet about one-quarter the size of the sheet that can be printed on this large arrangement. Until we actually saw the

cquipment purchased in operation, and particularly with your wonderful Dexter Pile Feeder attached to it, we were in doubt as to whether or not the equipment selected was the real thing for us; but now, after having seen the outfit running steadily in our plant for over a month, we are perfectly satisfied, beyond the shadow of a doubt, that no mistake has been made. When we are in the market for additional printing equipment you will surely hear from us.

"In conclusion, gentlemen, your Feeder is really a 'wonder worker'; furthermore, we must again here make mention of its marked simplicity, which is self-evident and most of all to our printer, as your machine is a glutton for work, and we certainly are pleased to be able to see it feeding to the entire gratification of its appetite, thus keeping all of our departments supplied with their printing matter, to the pleasement of the entire organization."

Buffalo Specialty Company, Albert W. Mulvany.

We have hundreds of similar statements regarding the worth of the Dexter Combing Pile Feeder. No other piece of printing machinery offers more attractive reasons for its purchase in these times than an automatic feeder.

DEXTER FOLDER COMPANY

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

ATLANTA

HERE IT IS!



TO printers who want to sell their product in the most business-like way, we are pleased to announce they can now be furnished with "The Practical Sample Case for Selling Printing," to be used in conjunction with the FRANKLIN PRINTING PRICE LIST.

This unit—the faithful Price List, and the Practical Sample Case with the stock in trade of the printer—comprise what is the most formidable selling force in the printing realm today. The combination will impress, inspire and sell your printing to your customer and your prospect, not in the old, hackneyed, order-taking way, but with a sureness that will make long-standing, can't-do-without-you friends, who will welcome you into their confidence and give you their business.

The Practical Sample Case goes to the printer ready for him to fill with the most comprehensive array of samples, in a thoroughly systematic way. Its

loose leaf feature permits the placing of each division of the price list before its corresponding divisior of samples.

Printers who have seen this innovation unequivocally proclaim it to be a revolutionary step in the selling of printing. It is now ready for the Franklin Printing Price List user.

The acquisition of this selling aid is the forerunner of bigger things developing for the Price List user.

Franklin Printing Price List users, write today! Printers who are not using the Price List—why not write also?

Porte Publishing Company

R. T. PORTE, President

SALT LAKE CITY, UTAH



Announcing OU PONT

Bronze Powder Pale Gold 7226 F



The Latest Achievement in the Development of the Bronze Powder Industry in America

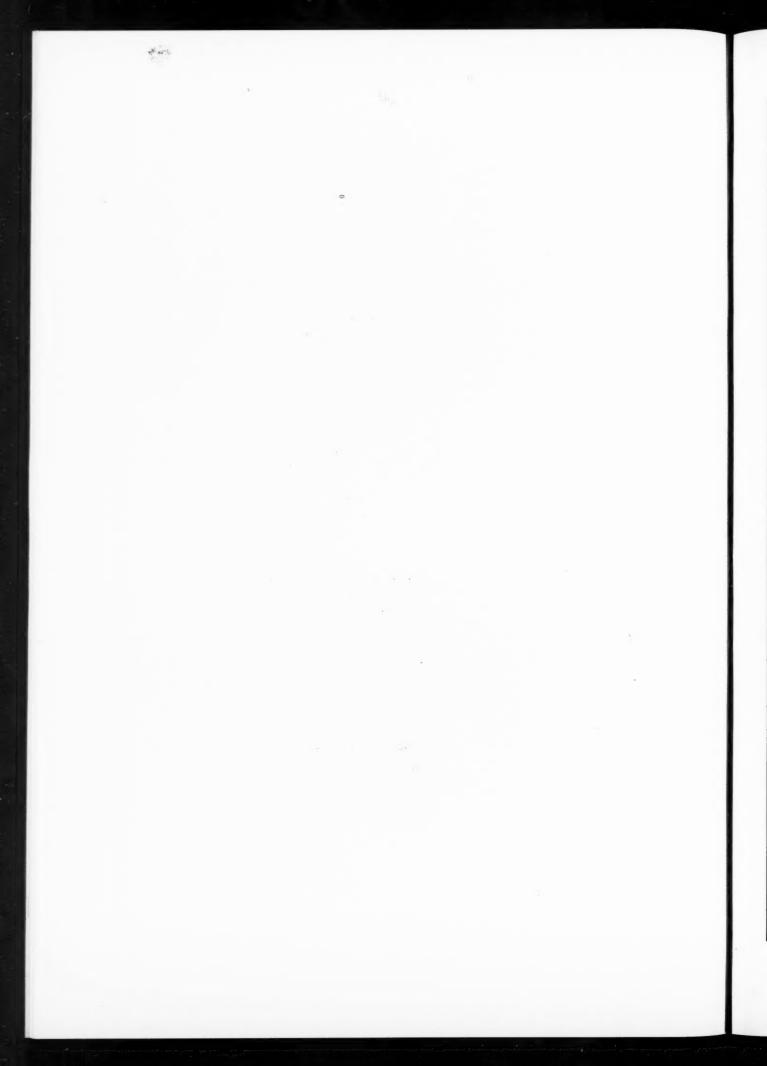
> Unusual brilliancy and covering qualities distinguish Du Pont Bronze Powder Pale Gold 7226 F as a superior product.

> It is offered for use wherever the finest and most lasting effects in bronze are desired, either in embossing, lithographing, engraving or flat printing.

> It is priced at eighty cents per pound in lots of ten 50-lb cans. We will be glad to send a sample upon request.

E. I. DU PONT DE NEMOURS & COMPANY, Incorporated

WILMINGTON, DELAWARE

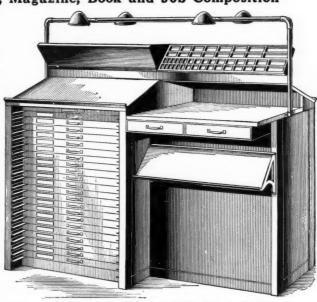


Kramer Universal Type Cabinets

Arranged for Newspaper, Magazine, Book and Job Composition

K-237 Arranged for newspaper and ad work, magazine and book work. The feature of this cabinet is the flat working top. Both sides of cabinet have same arrangement. The two flat work tops are 41 inches high, 36 inches long, 24 inches deep. The sloping banks are 36 inches long, with sufficient depth for type case. Two double depth lead and slug cases holding lengths from 4 to 28 ems, with metal number plates, 44 full size extra depth California Job type cases with routed label holders and pulls, four blank drawers, two galley shelves. Wired for electricity, including six sets of fixtures, four over top, two over type cases. Finish, olive green or antique oak. Floor space, 343/4 x 72 inches.

Our standard units can be added to K-237 or K-300, either wood or steel, at any time by discarding the removable galley shelf. Two units required for each cabinet. Made up in fifteen designs, as follows: 120 steel storage galleys, 308 steel sort boxes, full length galleys, spaces and quads, strip rule, etc. Illustrations of units gladly supplied upon request.



Display Composition Cabinet - K-237. In Steel - S-4001

Display Composition Cabinet – K-300, In Sizel – S-4015

The Master Cabinet

Extra units can be added any time

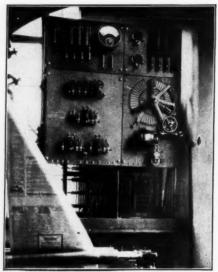
K-300 Especially suited for job composition, book and magazine work. Made in wood or steel. Both sides of cabinet contain same arrangement. Two working banks, each 72 inches long, 16¾ inches wide. Two double depth lead and slug cases hold both leads and slugs 4 to 28 ems, with metal number plates, two sets of auxiliary boxes, two galley shelves, 44 full size, extra depth California Job cases with routed label holders and pulls. Electric wiring, with four sets of fixtures overhead and one over each tier of cases. Finish, antique oak or olive green enamel. Floor space, 34¾ x 72 inches.

Large stock of both designs on hand for Immediate Shipment

KRAMER WOODWORKING CO.

FOURTH AND LEHIGH AVENUE

CONTINUOUSLY SINCE 1797 PHILADELPHIA, PENNSYLVANIA



Full Automatic A. C. Control Panel. The panel controls the driving motors of a Duplex Tubular Press, the folder of which is shown in the foreground.

Absolute Control

at a touch of the fingers

Sprague Electric Full Automatic Alternating Current Control System for Newspaper Press.

Increased output and less trouble in running off editions are secured if a Sprague Electric Full Automatic System is used.

SPRAGUE ELECTRIC Of General Electric Company

Main Offices

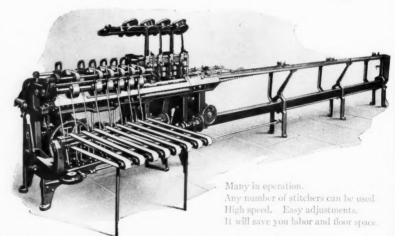
PIONEERS OF THE INDUSTRY

Branch Offices in Principal Cities

CHRISTENSEN'S Latest Type

Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



THE CHRISTENSEN MACHINE COMPANY RACINE, WISCONSIN

Canadian Agents:
TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada
CANADIAN-AMERICAN MACHINERY CO.,
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GEO. R. SWART & CO., Marbridge Building, Broadway and 34th Streets, New York, N. Y.

J. H. SCHROETER & BROS., 133-135-137 Central Avenue, Atlanta, Ga. Chicago Office:

Room 469-71 Transportation Building, 609 South Dearborn Street, Chicago, Ill.



10x15-Miller Feeders-12x18

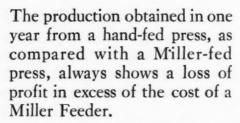


-Register to Hair-Line



-Minimize Spoilage

-Reduce Operating Cost



With a Miller Feeder maximum profits are guaranteed, owing to its universally recognized superiority over hand feeding in economy, efficiency, register, production, reliability and durability.

Millers will successfully and economically handle runs as low as 200 in all weights of stock —onion skin to heavy card-



board—at double the speed of the slow and expensive method of hand feeding, with perfect register on all colorwork.

Like Miller Saw-Trimmers They Pay Their Way Every Day

The continued and increasing demand for Miller Machines—now in use in the smallest as well as in the largest plants—is conclusive proof that they have made good.

Write or wire for representative in your district.

MILLER SAW-TRIMMER CO.

Factory and General Offices, Pittsburgh

Permanent Branch Offices in

ATLANTA

BOSTON

CHICAGO

DALLAS

NEW YORK

PHILADELPHIA

SAN FRANCISCO

30c A Week

Tuscola Co., Cairo, Mich.

To my mind it is of more value in a small shop than large; but will prove well-nigh indispensable to all.

Royal Daniel, Quitman, Georgia

We see in it not merely a guide to better profits and a surer business basis, but an exceedingly splendid service from a higher plane.

Al F. Hock, Woodstock, Ill.

How did I do business all these years without it?

Burt County Herald, Tekomah, Neb.

Every day and several times a day we say a silent prayer of "Thank you" when we look at it.

Regal Art Press, Troy, N. Y.

It is the best we have seen, and we have had several.

Commor, Colfax, Wash.

We would be hopelessly lost without it.

Herbert Willis Press, Waterloo, Iowa

It should be in every printing office in the country.

Ballinger Printing Co., Ballinger, Texas

It has sure been worth the money and then some to us. We are more than pleased and will never be without it again.

Journal, White Huron, Pa.

It is making real money for us.

State Publishing Co., Pierre, S. D.

We can not help but feel that if printers would follow out some such plan as you have suggested, it would benefit us all.

"It" will cost you just 30 cents a week—now—perhaps more later. Write now for more information about "it," which is making money for over 5,000 printers, and additions at the rate of 150 a week.

Don't delay in getting in on this now.

Porte Publishing Company

221 ATLAS BLOCK SALT LAKE CITY, UTAH

R.T. PORTE. President

For the Small Work Economically and Quickly Done— THE PEARL PRESS



Six Strong Points of the Pearl Press

- 1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.
- 2. Easy Operation.—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.
- **3. Durability.**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.
- **4. Strength.**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.
- **5. Noiseless.** Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.
- **6. Cost.**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

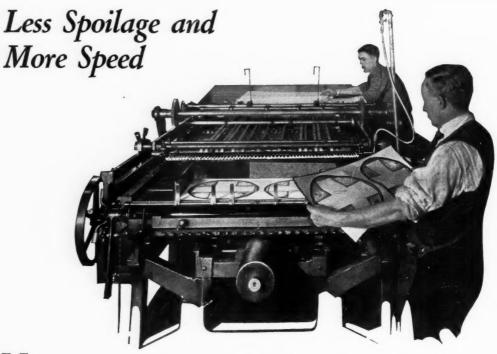
Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE

AMERICAN TYPE FOUNDERS CO.

Also Type Foundries and Dealers Generally



Your Presses, when equipped with Johnson PERFECTION BURNERS, will produce more work and can be run at higher speed than ever before.

PERFECTION BURNERS apply the maximum amount of heat to the printed sheet. This action destroys all Static Electricity and sufficiently dries the ink to prevent off-set or the necessity for slipsheeting. The result is Increased Production—"Less Spoilage and More Speed."



The No. 1 PERFECTION BURNER is designed for Printed Side Up delivery. It is attached to the front of the carriage of any standard press and in this position heats the sheet as it is delivered.

In operation, due to patented features, the PERFEC-TION BURNER gives a clear blue flame, free from soot or odor. The gas economy is so high that the cost of operation is negligible.

PERFECTION BURNERS are the logical equipment for your pressroom. Get in touch with your dealer today. If he cannot supply you, write us direct.

JOHNSON PERFECTION BURNER CO. INC. Cleveland, Ohio

BARNHART BROTHERS & SPINDLER, Distributors

Chicago Washington, D. C. St. Louis Dallas Kansas City Omaha St. Paul Seattle

Distributors for Canada and Newfoundland
TORONTO TYPE FOUNDRY COMPANY, LTD.
Toronto Montreal Winnipeg Regina



No. 2 Burner for Fly Delivery





Delivers the Goods

FOR genuine speed and accuracy you should see the amount of work our single head, No. 2 Round Hole Cutter can turn out. It can drill as high as 35 telephone directories, an inch thick, a minute. It will accommodate a drill that cuts twoinch stock and, by using a right and left hand guide, it will drill two holes much more rapidly than a die punch. Catalogs, booklets, calendars and tickets are but a few of the things into which it cuts clean, smooth holes.



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Lord Baltimore Press	Baltimore, Md.
The Macey Company	
Gibson Art Company	Cincinnati, Ohio
J. W. Clement Company	
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Isler-Tompsett Lith. Company	St. Louis, Mo.
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BERRY MACHINE CO.

315 North Third Street, ST. LOUIS, MO.

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen -and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom immediately, and at small cost.

Our new booklet explains how these blankets decrease makeready from onethird to one-half - enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

> Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

Carmichael Blanket Co.

ATLANTA. GEORGIA

Branch Sales Office, 771 Mills Bldg., San Francisco



COMPLETE PLATE MOUNTING System for Book, Catalogue and Color Printing



Hold Perfect Register These hooks do not slip



JUMBO HOOK, 8x8 ems, for heavy or large plates. Has 8 em long jaw. Is high enough to prevent plates from digging into hooks.



8x8-em HOOK

No springs or gears. Rigid and interchan geable to ac-commodate the smallest margins. Has 6 ems travel and cannot work loose. Result: Perfect Register.

Write for Illustrated Catalogue

LATHAM AUTOMATIC REGISTERING CO. Main Office, 608 S. Dearborn St., Chicago, Ill.



"INTERNATIONAL" **Electric Glue Heaters**

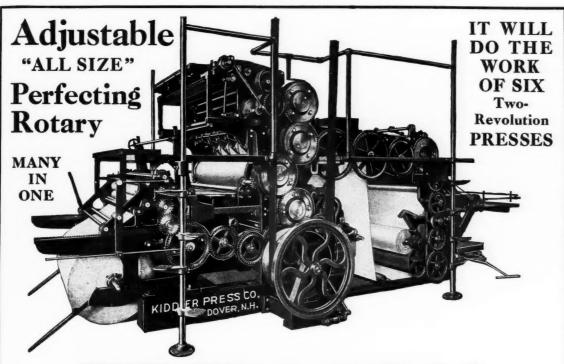
Fireless cooker principle conserves and utilizes every bit of heat generated. Holds glue at correct working temperatures without guesswork. Average cost of operation about one cent per day. Keeps glue at correct temperature for greatest tensile strength. Properly glued joints never fail. This heater has a place in every shop and factory. Sizes, one pint to 50 gallons. Heavy spun copper construction. No seams or soldered joints. Three heats. No water bath. Clean, safe, economical. Portable. Fits any lamp socket. Used by prominent concerns everywhere.



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"International Electric Heaters Are the Best"



KIDDER PRESS CO., DOVER, N. H.

NEW YORK, 261 Broadway

445 King St. West, TORONTO, CANADA

Make a Bigger Profit than Your Competitor!

How? By lowering your production cost.
By and through the Matrix Ruled
Form and Tabular System

If You have this your competitor may bid at his cost—and leave you your normal profit.

If **His** bid embraces a normal profit to him, you may duplicate it, or cut slightly below it, and make a profit above normal.

The Matrix Ruled Form and Tabular System gives you, in short, A Competitive Advantage.

We are glad to hear from skeptics—we like convincing them. We save money, time and labor in your shop.

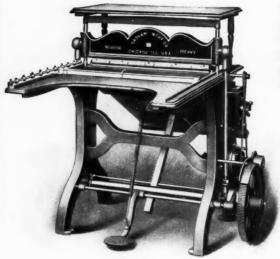
> Coupon brings you such evidence and proofs as a practical man requires. It means PROFIT to mail it.

Matrix Ruled Form & Tabular Co.

Touraine Building, Fort Worth, Texas

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Speed Combined with Durability



This is what every buyer looks for when purchasing a Round-Hole Perforator. For this reason there has been an unprecedented call for

Monitor Extra Heavy Perforators

Equipped with Feed Gauge and Back-Roll Delivery makes it possible to perforate any number of parallel lines of perforation at one handling of the stock through the machine, thereby giving the necessary speed.

Our specially hardened Die Plate makes it the most durable machine on the market.

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Motors and Control

for Stitchers, Typesetters, Cutters, Etc.

Westinghouse-Cline Motors and Controllers in your printing plant mean

Maximum number of impressions per hour. Quality of work improved. Power expense reduced. Number of shut-downs reduced. Cost of handling stock reduced. Floor space used more economically.

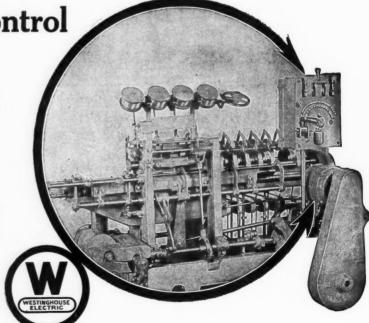
These and other advantages obtained by Westinghouse-Cline motor drive and control are daily making permanent customers because they materially increase net profits.

For additional information write our nearest district office.

WESTINGHOUSE ELECTRIC & MFG. CO.

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Sales Offices in all Large American Cities.

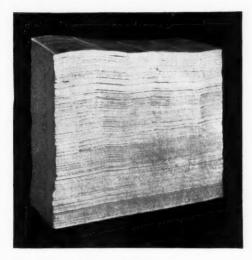


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Makes Presses Deliver Light Paper

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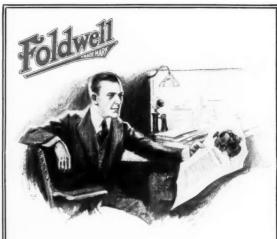
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"There! That Circular is Right!

"That is exactly what I want — a circular with text that is clean and whole, with illustrations that are clear, with a general appearance of neatness. A circular like that will represent my product second only to a personal demonstration."

CIRCULARS are invested with an extra selling force when made of Foldwell Coated Book, for Foldwell's perfect printing surface will permit the use of fine half-tones and color plates that best express a product's value.

Foldwell never delivers cracked sales arguments, because its tough fibres never break out. So the Strength, Beauty, Style and Dignity forcibly expressed in Foldwell are never lost.

To print your next sales message on Foldwell is to put in an extra punch that will stay there till it has finished with your prospect.

Our booklet, "Paper as a Factor in Modern Merchandising," on request.

Chicago Paper Company, Manufacturers 913 South Wells Street, Chicago, Ill.

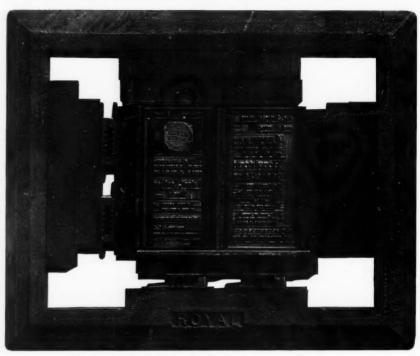
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BETTER ELECTROTYPES

The WRONG Way to lock up a form for electrotyping



Note low spaces, quads, leads and open furniture.

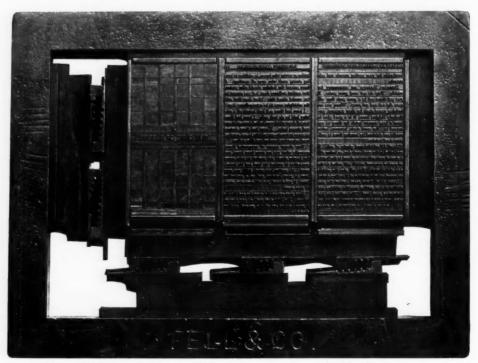
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Note high justification used in every open space inside the bearers.

and the RIGHT Way; read why.

BETTER ELECTROTYPES

The first of a series of brief talks regarding the benefits of a closer cooperation between the printer and the electrotyper.

HE preparation of a form for the printing press is a technical thing which is well understood by all printers. Comparatively few printers know that properly preparing a form for printing is not properly preparing it for electrotyping.

For printing-press use a form made up with low spaces, quads and justification is preferred. For electrotyping, a form with high spaces, quads and justification is not only desirable, but necessary if the highest grade of plates is to be made. Electrotype forms are moulded in a mineral or vegetable wax. Wax is a plastic material. It flows under pressure.

To get a clean, clear, sharp face in the wax mould a heavy pressure, amounting often to several tons, is necessary to force form and wax together. As the wax is forced into the face of the type, it is also forced into every crevice and open space in the form. And just as long as the pressure is maintained the wax will continue to flow, provided it has any place into which to flow.

It is because wax moves under pressure that bearers are placed around a form to be electrotyped. The bearers confine the wax and prevent it from flowing out at the sides and ends of the form.

With a knowledge that wax flows under pressure and with the added knowledge that not only pressure, but heavy pressure, is necessary to get a clear, sharp face in the wax, it is easy to understand some of the moulder's difficulties when he has to mould forms with open furniture, low slugs and deep crevices made by low spaces.

If the wax is forced into the crevices and low spaces, the face is apt to be disturbed when the form is separated from the mould. "Fat" letters, "dished" and "concaved" letters and "slides" on the edges of halftones are common results from work with low justification. If the wax is not forced into all the open spaces it is difficult to get a "full mould" or sharp printing face.

The moulder has the problem to solve and he does it fairly well with the aid of the electrotype finisher. The electrotype finisher often does remarkable work in removing defects. But if both the moulder and the finisher are using unnecessary time because of the form's being improperly prepared, the time is wasted—is even worse than non-productive time, and the service to the printer is delayed and poor. Hours of lost time to both the printer and the electrotyper and a loss in quality, all of which can be overcome, are something for serious consideration.

High justification entails no extra cost in machine composition. High justification for open spaces is an investment which will pay dividends in better plates and better service.

Your coöperation will be appreciated and met more than halfway by the electrotypers.

INTERNATIONAL ASSOCIATION of ELECTROTYPERS

This space contributed by The Royal Electrotype Company

Better Catalogues at Less Cost

Your hand-covered, side-stitched, paper-bound books are too costly because hand covering, when compared with machine work, is slow and expensive.

A Better Way

to bind these books is to gather the paper covers with the sections, stitch and strip the back with a harmonious color of paper or cloth on the Brackett Stripping Machine.

Why not write or send in samples of your complicated stripping? We will show you how to make a tremendous saving.

Why Not Buy an inexpensive machine that will produce ten to twenty times as much in an hour?

RESULTS in a better bound book with stitches and the back covered tightly.

Money Saved in labor and rent will more than recompense you within a short time for the investment.

> It is an all-purpose machine which will strip end sheets, reinforce outer sections, make hinged covers, hinge maps, cover the backs of books 3/4" to 1" thick and strip index sheets or any other stripping which is done by hand.

BRACKETT STRIPPING MACHINE CO. TOPEKA, KAN.

FOR PROMPT SERVICE

PRINTING MACHINERY ND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling Houses of the American Type Founders Company

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR PRINTING PLANTS

ARE TIMESAVERS

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(For Alternating Current Only)

Consume Power only in proportion to the speed at which they are operated.

Half maximum press speed means a 50% cut in current consumed.

Ordinary A. C. Motors consume maximum current at all speeds, speed reduction being accomplished by interposing resistance which converts power to heat.

What's more, Kimble Motors offer such perfect and easy control of speeds that the feeder increases speed as he "warms up" to his work. This means more output and less spoilage.

Job Press Motors Cylinder Press Motors

also motors for monotypes, stitchers, folders, cutters and other equipment.

Send for our Catalog.

KIMBLE ELECTRIC CO.

635 North Western Avenue **CHICAGO**

The Ellis "NEW METHOD"

Has the following original claims .

- -You can make a die in 30 minutes.
- 2-You can take a good proof by hand without a press.
- 3-You can readily correct, alter or modify a die.
- 4 Your light press is able to emboss by this method.
- 5-A die is "made ready" in 5 minutes - ready to run.
- 6-It is less costly than using a second color.

No "Free" Demonstration but-

Your Order is given on condition that these claims are made good.

> Price: \$150 cash (or terms)

which includes personal instruction and license to use the method (patented) with all tools and appliances needed.

Booklet telling the tale, 10c

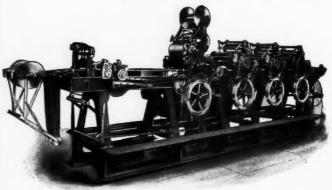
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The Ellis "New Method" Embo\$\$ing Co.

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New Era Multi-Process Press

This is the Era of Specialists This is the Press for Specialties



This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

5,000-8,000 IMPRESSIONS PER HOUR

Can Be Assembled to Print in ANY
NUMBER of COLORS on ONE or BOTH
SIDES of stock

Uses Flat Plates or Type

Automatic Roll Feed

Rigid Impression Easy Make-Ready

Splendid Distribution

Attachments to Punch, Perforate, Cut to Size and a Great Variety of Other Operations

ONCE THROUGH THE PRESS COMPLETES JOB

Prompt Deliveries of Work Mean Pleased Customers

Ask us what we can do for you along the line that you are considering specializing in, sending samples to show the operations so that we can quote you on a suitable Multi-Operation Press for your work.

Built by The Regina Company
217 Marbridge Building, 47 West Thirty-Fourth Street,

Manufacturers of High-Grade Specialties

New York City



Bunn Package Tying Machine

Tie Your Packages by Machinery

The Bunn Package Tying Machine ties all Labels, Cartons and similar packages rapidly and tightly. Reduces the necessity for employing help, saving from two to four girls. Uses the minimum amount of twine. Operator places on packages and immediately reaches for another; machine ties and ejects. Speed limited only by ability of operator to handle material. Secure package insured by our patent knotter, which ties this non-slip knot.

Saves Time, Labor and Twine

A ten-day free trial at your plant will convince

B. H. BUNN & CO. 9970 Charles St., Chicago, Ill.

A larger model is under construction. This will be especially adapted to meet the needs of printers and publishers for it can handle bulky and difficult packages.

Be guided by this mark when you buy a press

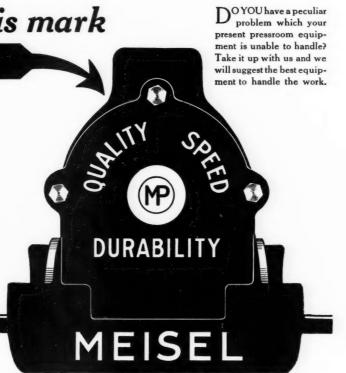
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THE MEISEL PRESS

Noted for-

Durability Economy Speed

MEISEL PRESS MFG. COMPANY

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You Scrutinized Your Income Tax—How About Your Out-Go Tax?

Wesel Final Bases and Hooks are savers in the pressroom. Production costs are reduced, for the "Final System" not only saves time and trouble because of its practical and facile features, but also supplements the skill of the pressman in getting out good work and long runs.

The Final Base is not a new thing; printers have bought it in the past, it has stood the test of time and they order, and order more until that department of the Wesel Factory has been developed into a fixed, continuous manufacturing unit.

If you have not already reduced your Out-go Tax by utilizing Final Bases and Hooks, Do So Now for they will do it.

We are always glad to answer inquiries or send literature bearing on **Final Bases and Hooks.** Some printers did not know, until we told them, that the Base could be adapted to special layouts.

In many plants **The Wesel Final Bases and Hooks** have become standard equipment for presses already in use as well as for new installations. Send for descriptive booklet. Our Western representatives are advised from the home office.



F. WESEL MANUFACTURING COMPANY

Home Office:

72-80 Cranberry St., Brooklyn, N. Y.

Machinery and Supplies for Printers, Photo-Engravers, Electrotypers, Stereotypers. Special Machinery Built to Plans and Specifications.

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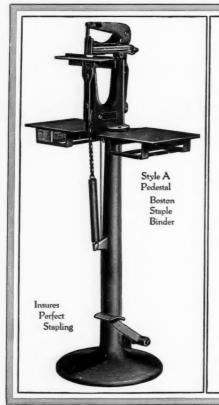


The National Scrap Books with flat unbreakable backs, strong manila paper and canvas bindings will give a life time of service and be in good condition to hand down to the next generation for reference.

There are numerous uses for National Flat Back Scrap Books in every office system. No other filing scheme can equal the Scrap Book for permanent preservation of pictures, clippings and documents. Order National Scrap Books from stationers who sell National Bound and Loose Leaf Devices.

Send for free copy of "GOOD RULES FOR BOOKKEEPERS"

NATIONAL BLANK BOOK COMPANY, 30 RIVERSIDE, HOLYOKE, MASS.



Boston Automatic Staple Binder

NOT a makeshift, but a first-class, dependable staple binder of which about eight fhousand have been sold. Capacity, three-sixteenths of an inch. The equipment consists of flat and saddle table, reversible driver, foot treadle, and iron work tables. Uses fine round wire and turns out a quality of work equaling the best wire stitching. Staples are paper covered and are used in this way to minimize waste

BOSTON STAPLE BINDERS ARE MADE IN TWO STYLES FOR PEDESTAL AND BENCH OPERATION WRITE FOR QUOTATIONS

AMERICAN TYPE FOUNDERS CO.

General Selling Agent

Everywhere in America!

In the biggest newspaper and magazine pressrooms and in the smallest job printeries, wherever economy and efficiency are appreciated

The Monitor System

is paying its way. A move of the finger starts and stops, retards and accelerates. So simple the novice can't cause an accident; so efficient the master pressman finds his every requirement satisfied.

"Just Press a Button"

Your plant can be easily and economically equipped. Let us tell you about the particular Monitor Controller for you, whether you use alternating or direct current. We'll gladly do it — without obligation.

MonitorController

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Philadelphia Cincinnati St. Louis N-O-S Compound dops away with the repressity of clin-sheeting.

JAENECKE-AULT COMPANY CHAS. H. AULT, PRESIDENT & TREASURER

THE HIGH TINCTORIAL
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The Leading Trade Journal of the World in the Printing and Allied Industries
HARRY HILLMAN, EDITOR

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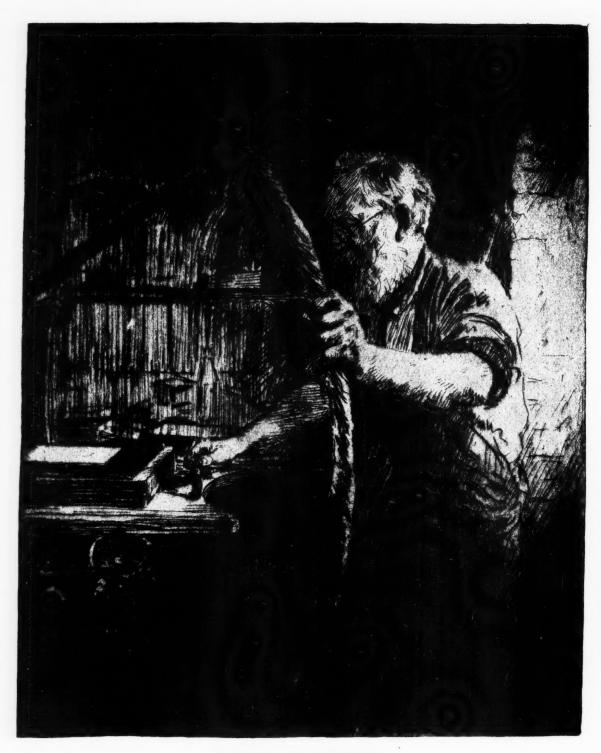
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LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

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STANDARDIZING WORK IN COMPOSING ROOMS

BY EDWARD D. BERRY



CONCENTRATED effort and continual training on some one operation in the production of a manufactured article result in a high degree of skill in each item of its production. The sum of these individual efforts results in a cheaper cost for a better product. That is specialization.

The coördination of these individual efforts, in sequence, to further speed up production with the same outlay of effort; by systematizing the progress of the work from one individual to another; causing the work to proceed through predetermined channels from its inception to its finish — that is standardization. It is the complement of specialization. It is fruition.

Given the necessary tools and materials, one man could build an automobile or make a pair of shoes, doing all of the work himself. But the product would lack quality and uniformity, for it is practically impossible for one man to have the skill and speed that come to several men, each performing one particular operation over and over again. More than that, there would be a certain amount of lost time in going from one operation to another. And if he has help to perform some of the operations under his direction, he can not give to those men oral instructions that will enable them to work with the same facility as a machinist, for instance, with a blue print in front of him, or as men who have performed one operation over and over again until it becomes second nature to them.

Why should the composing room of a printing plant exempt itself from a process which has proved its utility and value in all large industries? It has been said that the large amount of detail work in composi-

tion, the necessary injection of the personal element in greater degree than in most industries, and the necessary employment of individual initiative in the composition of every job, preclude it. But the work in composing rooms can be standardized to a high degree, and here is offered a practical demonstration.

This work has always been specialized to a certain degree, but not systematically. The best compositor or compositors have been given the highest grade of work, upon which they have had special training, and the poorly equipped ones the less difficult kind. The best display man has been given the work to do which requires the most knowledge or ingenuity, but without recognition of the fact that there were certain kinds of display work which he accomplished with greater speed or greater cleverness. It has been overlooked also that he has done some work which could have been done just as well by a less proficient workman. The best tabular man, the best make up man, etc., has each been given the kind of work to which he was best suited, as far as possible without a system which routed the work so that each man did the part of the work to which he was best suited, without the waste of time in giving the special instructions to that end.

System — that is the key word to the whole situation. It has solved our industrial problems and allowed this country to reach its pre-eminent position in the world's industries.

Work should not be assigned to a particular workman on a momentary decision of his superior, but it should move automatically from one to another, each part of it being done by individuals whose superior fitness for each operation has been decided beforehand and who have been employed or trained to do that particular kind of work, and who know it best. For instance, of half a dozen good display men, one may have shown a special facility in the composition of title pages, another in office stationery, another in broadside circulars, etc. Any of them possibly could set any one of these jobs acceptably, but some of them could set some one of the jobs faster or better than another, according to adaptability or training.

The present cry of scarcity of capable compositors, and a paucity of apprentices now obtainable to take the places of the present compositors as time goes on, can be answered only in one way — by the introduction of methods and machinery which will as far as possible eliminate the necessity for all-around skill and individual initiative.

The introduction of modern methods will not only expedite the handling of work and enlarge profits, but it will actually raise the average ability of workmen. As any given compositor acquires a high degree of proficiency on some one kind of operation, he will naturally be advanced to some more difficult kind of work, and so on all along the line until he reaches the highest grade of composition. When he has arrived there, he will have mastered every operation in the department where he is working and will be literally a high-grade all-around compositor.

This also would be the very best training for an apprentice, much preferable to the present system of turning a boy loose in a composing room and allowing him to learn whatever he can by accident instead of by design.

In working out a system for the most economical way of handling this work and maintaining a uniform quality, the line between one man's fitness over another's for some special kind of work must be drawn finer than it is at present, especially in a moderately large organization.

The following plan for standardizing the work in composing rooms is based upon a hypothetical case where ten compositors are employed and the work consists mainly of small catalogues and booklets with the usual accompaniment of small jobs. It is based on observation in plants where this system has been partially adopted, and also on theory evolved from considerable experience with the inadequacy of operation without it. It will bear careful study.

The leading actor in this system is the layout man, treated in a previous article which appeared on page 425 of the January issue of The Inland Printer. Every job goes to him from the executive's desk, and the entire composition is under his personal direction; his instructions are final. He decides just how each job is to be set, interpreting the instructions from author or office, according to an adopted style of product. He marks the type face that is to be used, as well as the margins, the measure, the spacing, and such other things as he thinks necessary.

Suppose, for instance, he receives a thirty-two page booklet, with cover to be set in type. He makes a rough pencil sketch of the cover, title page, the introductory pages to the book, and a text page containing the running head, making a separate copy of the running head to be given to a hand compositor or machine man, as the case may be. The title page and cover are given out as a separate and distinct job to the man selected for that kind of work, with the layout man's sketch attached. This giving a part of a job to one man would have been impracticable unless the job had been laid out in detail previously; the division of the job between different men would have resulted in a conglomerated product. After the title page and cover are set they are put in a place reserved for that part of all jobs and their particular locations indicated on the proof.

It might seem that a page marked out in detail in this way would not require a high-grade compositor on this kind of work, and that a compositor of mediocre ability could handle it; he could, but experience shows that it is impossible to anticipate all of the things that type will refuse to do, and the employment of a good workman on the better grades of work will be found more profitable than making changes in the proof to overcome the limitations of type faces. Even if these troubles do not occur, the better man will set a job that has been drawn out for him quicker than a poorer mechanic can do it. And the better the compositor on this kind of work the less detail it is necessary to mark, and the layout man can handle a larger force of men, or will have time to do other work. On the other hand, if a high-class man is not obtainable, a poorer workman can set the job with a degree of success. It is only necessary that the layout man be of high grade.

This system should reduce changes in composition, and is based on the assumption that any shop which adopts it is striving to produce work of the highest class possible with its equipment, and also recognizes the fact that profit can not be sacrificed to art. With it, both art and profit are achieved. This system will produce high-grade work that can be sold at a higher price than mediocre work, and at a lower cost than without it, which statement will prove itself.

One effect of the adoption of this system is the practical elimination of "straw bosses." The present almost universal practice of giving a superior compositor an entire job to "run" has proved an expensive method. If the job is of appreciable size or is intricate, he loses so much time directing each individual operation that he does little work himself, and thus the work of one of the best compositors is lost. He can not direct every operation unless he stands over each compositor, and the number of such compositors he is able to direct is limited; the amount of work accomplished by each of these men is much less than if each

one has his work in front of him in unmistakable language all the time, and he is not continually interrupted by special instructions from his "straw boss."

In organizations not large enough to require all his time, the layout man can produce work himself. But it is advisable that he make sketches for the work he does himself, for even he will work to better advantage, and if he is unable to finish the job on account of other work coming up for his attention, it can be given to one of his men to finish, without other instructions than the layout sheet, and with a certainty that the completed job will not bear the impossible combination of two men's ideas.

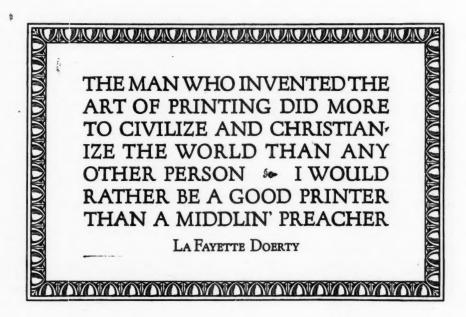
The making up of a catalogue can be divided advantageously between two or more men and the work still progress automatically. The running heads, if any, with necessary rules, an adequate supply of leads and slugs of the required length, and everything necessary for the make up of a job, should be placed on the make up bank or tables with the text matter. The make up men should do nothing but make up. One man could assemble the folios and running heads, another could insert the cuts and subheadings in the galleys; another measure off the pages and transpose the cuts if necessary to break the pages well; another could space them out exactly; another could tie up the pages and pass them to the proof press, etc., the work moving steadily forward. These operations may be divided still further, or condensed, depending upon the size of the catalogue and the availability of men for doing this work. It will be necessary to have make up tables of more or less capacity; the nearer the capacity

conforms to the size of the job the greater the degree of efficiency and the greater the possible division of work. That it is advisable to provide any mechanical contrivances that will conserve labor, in the present condition of industry, is so universally conceded that it does not need argument.

Small commercial work can be handled in much the same way, except that instead of the small jobs being divided among the different men, the different classes of work can be separated and given to different men peculiarly adapted to each kind of work. The separation of this small work into classes would be governed of course by the amount of each kind of work going through a shop; the larger the amount the more distinct the division. The whole system would be modified to suit each individual plant and to better handle its particular work.

The demand for high-grade printing is constantly increasing. In the present metamorphosis of the printing business, the old hit-and-miss kind of composition is fast being relegated to the scrap heap. Buyers of printing are not only demanding better work, but are learning enough about its production to know the difference between two classes of printing and how the better grade may be produced.

Systematizing the work not only affects quantity of production but also quality. Proficiency in detail makes for proficiency in the complete job. Printers who are carefully studying and systematically operating their plants, with necessary equipment, are the ones who are achieving success. With that success are two inherent qualities — pleasure and profit.



PROOFREADING AND ITS PROBLEMS

BY F. HORACE TEALL



ten about proofreading, and many writers have treated the subject very fully and intelligently, at least as much more could profitably be said in addition to the mass of preceding dissertation. Proofreading is so differently estimated by different

people that no one can hope to satisfy every possible demand for information or advice. It is not unknown for those who write for publication, or for publishers, to expect those who read their proofs to correct everything that needs correction, not only errors of composition, but those found in copy. It is far more common, however, to find the proofreader expected to confine his work to correction of accidental variations from copy. Nowhere is this difference more clearly pointed out than in Theodore L. De Vinne's "Correct Composition." Mr. De Vinne says:

"The proofreader is asked to serve two masters. His employer rightfully asks for a fair day's work as well as exact reading, for it is the printer more than the author who is held responsible by the book reviewer for the book's faults of typographic style, and sometimes for its inconsistencies of statement. But there are fastidious authors who insist upon the strictest adherence to their imperfect copy, and refuse to consider queries made in their own interest. To query or correct is to offend these authors; to leave a possible error unqueried or uncorrected is to invite plain censure for neglect or ignorance. There are other authors who ask, as a matter of right, that the proofreader verify proper names, dates, and all unusual words, and that he maintain consistency of statement as well as of style. Some go so far as to ask for the verification of all quotations from standard text books. They hold that it is the duty of the proofreader to correct all errors."

Normally the proofreader's duty is merely the verification of the work he reads by the copy; the mere sense of the word proofreading properly restricts his duty to such verification. At least in the majority of cases such is the demand of employing printers, and justly so because the business of printing is purely commercial, and the work consists entirely in reproduction of what is written. This could easily be mistaken for assertion of more than it means, yet it may stand for the present as absolute statement of fact. The workers in a printing office are not employed to do anything other than to produce in printed form

what is placed in their hands in writing. And the finishing process called proofreading is properly a work of minute inspection to secure accurate reproduction of the pattern set before the workers as copy. The same Mr. De Vinne who wrote what I have quoted and a great deal more - much of it worthy of close attention and study — was an employing printer who made a good round million, largely through sufficient charging for work done. I do not mean to intimate anything like overcharging, but only that he always had everything paid for that was chargeable, which many printers fail to secure. With business in general I am not concerned, but I may be pardoned for a reference to the one item of which I write. Very seldom indeed was anything done by way of change from copy in his office without being subject to a separate charge, no matter how obviously correction was needed. And herein he differed from no other employing printer, save only in the matter of bookkeeping. Every one of them intends to be paid separately for time that is spent in making alterations from copy.

Nevertheless, the manuscript is rare which does not contain errors that even the ordinary operator should correct in composition, notwithstanding even the strictest orders to follow copy literally. Especially is this true in cases of accidental misspelling. I have personally seen instances of misspelling which were followed by the operator and which the first-proof reader made worse by querying. Two of the most recent of such cases were the words, as written, millenium and admissable. Instead of marking them for correction, the proofreader had queried them. Such querying should be impossible. Every proofreader, and even every operator, should know how to spell all ordinary words that have only one correct spelling, and to make them right, notwithstanding errors made in typewriting or manuscript. One of the problems of the reader is how to deal with spelling in the words that vary in different systems, though usually when a certain system is ordered without qualification the matter is simple enough even in regard to the words that vary. It can not be too strongly emphasized, however, that printers, and especially proofreaders, are expected to know how to spell all vernacular words that are spelled but the one way by everybody who knows anything about spelling, and no one who passes as a proofreader should ever belittle himself by querying the spelling of such words as millennium and admissible, or any other common word, since any spelling other than the one always used by every one

not an ignoramus is an error, whether in copy or in proof. Of course this does not apply when ignorant spelling is deliberately ordered to be preserved, as it sometimes is.

An old demand is softened to a hint in Mr. De Vinne's assertion that "in every writing of importance the reader should query faulty construction, bad metaphor, inconsistent statement, the misuse of a word, and other errors of similar character; but in no case should he correct these apparent faults when the author will revise what he has read; he must stop with the query. The spelling, capitals, italicizing, and pointing of a systematic author should not be changed." This enumeration of faults seems to call for their recognition as faults by the proofreader and suggestion of correction by him, instead of what has often been held to be his duty of actually making such correction. No doubt many of the writers mentioned in the other quoted passage as holding that the proofreader should correct all errors would include these faults among those demanding such treatment. But the reader

who took such liberty with the matter he read, and often the one who only suggested change, would invite much trouble that he might reasonably avoid by refraining from either correction or query. Nearly always his sufficient defense is found, at least by the employer, in the fact of the finished work being like the copy, since making it so is what the employer pays for.

Of course this is written with reference to the ordinary worker. Proofreaders can not have too much real knowledge, but they can and often do have smatterings of knowledge which they are tempted to display in challenging as errors expressions that are not actually erroneous. It is far wiser for readers in general to confine their effort to literal reproduction of copy, except correction of undoubted errors in spelling. One who is competent to know such faults at sight as erroneous will also be able to state his objection clearly—and, which is more important to his own welfare, to accept the author's decision no matter how adverse, even if truly absurd and indefensible, with equanimity.

PLANNING AND ROUTING IN THE PRINTING PLANT

BY A. RAY NEPTUNE



S costs continue to rise and competition becomes more keen, it is increasingly necessary for the printer who would make a profit to introduce more efficient methods and labor saving devices. One of the largest "leaks" in many print shops is the lack of proper planning and a logical

sequence in routing the work through the plant. No two plants have exactly the same problem, and it is impossible to develop a plan that will work equally well in all plants, but there are certain essential features that may be applied in any method of routing. Any plan, to be satisfactory, must be simple and comprehensive. Multiplicity of detail must be eliminated. The work should be routed so as to move smoothly from one department to the other, and the records should show at all times where any job may be found.

The plan given herewith is in use in a plant doing miscellaneous jobwork in which there are many small orders. It not only furnishes immediate information regarding progress of all jobs, but schedules the work to the capacity of each department. This has a tendency to do away with overcrowding and rush periods, and saves the sales force from unknowingly making promises that are not possible of fulfilment.

This system centers around the complete job register and progress sheet (Fig. 1). By use of this record, as an examination will show, information regarding the progress and future schedule of any job can be immediately secured if either the customer's name or the job number is known, through a novel arrangement of listing every job both alphabetically as to the customer's name, and numerically as to the production order number.

When there is an inquiry regarding any job there is no running or telephoning from one department to another to locate the job ticket, for the record shows just where it is, how many departments have completed their work, and the schedule tells when the work still remaining will be completed. Many times all the information needed is found by merely consulting this master record. It has proved not only a great saving in time, but does away with the necessity of keeping the customer waiting while the job is locked up. This item alone is important, for having the details of the work at one's finger tips gives the customer the impression that the house is efficient and up to date.

The more important thing, perhaps, is the method of gathering the information that is included in this record, and doing it in such a way that it will not involve too much detail. This is explained in full.

First, let us take up the matter of schedules: When the production order (Fig. 2), which is made out in triplicate, comes in from the office it gives all information concerning the job with the exception of the This schedule is now a part of the production order, and any one into whose hands the order passes can immediately tell when it is completed in any department. It is one of the important units of the system.

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Fig. 1.—Complete Job Register and Progress Sheet.

schedule. If the job has been promised at any certain time the delivery date is also filled in by the office. After the job has been carefully examined an allowance

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Fig. 2.- Production Order.

is made for the time necessary in each department, taking into consideration, of course, the amount of work already in the department, and the schedule is filled in accordingly. It will be noted that the schedule is put along the top of the production order so that it may be easily consulted.

The duplicate of the production order, known as the stock ticket, goes to the stockkeeper and constitutes his order for the stock.

The triplicate, which is the job envelope and contains all the copy, is at once forwarded to the department in which the first work is to be done.

After copying the schedules in the complete register and progress sheet, the original, which has the job

	COMPOSIN	IG ROOM
Job No.	Customer	liem
6400	Sta Ry	Time Table
640 x	askett. B. W.	Bill Heads
0404	Regue RIA	Ketter Ken
406	Thursiel gu	Eurlope
	U	-
~	-	
~		

Fig. 3-A.-Work Schedule.

cost record on the back, is forwarded to the cost clerk, who keeps it in file numerically.

In the daily schedule book (Fig. 3) a page is allowed for each day. Jobs are entered under each department according to the date that has been assigned. At the beginning of the day each department is furnished a copy of their schedule for the day (Fig. 3-A).

When work is completed in any department and forwarded to another department, the job number is entered by the department foreman on the "work completed" blank (Fig. 4). If run ahead of the assigned date, that fact is noted in the column left for that purpose, and it is checked off the schedule book so that it will not appear again on the department schedule.

standard, and a more accurate standard can be fixed as additional information is accumulated.

There are many little short cuts and advantages that are to be gained from the use of such a plan as this, which are not apparent on first observation, and

ADVANCE SCHEDULES

	COMPOSING	ROOM		PLATEN	PRESSES		
Job No.	Customer	liem	Job No.	Customer	Sem	No.	No. Impression
400	SS+A Ru	Time Table	6384	Stuking, R. W.	1000 Cardo	1	1000
640Y	asset Box.	Bill Heal	636x	Bartlett James	1500 Sewelopes	2	3000
6464	Reona R. D.	Letter West	6404	Regue, R.D.	Soo Letter Heads	1	500
6406	Thurslie gov.	Eurlope				_	
	0		-			-	-
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CYLINDER PRESSES

BINDERY AND DELIVERY

Job No.

Consoner Insu Took to in Delivery

LY91 Smith, Jones & La 1960 Backlets 2 20,000 6/19 Refer to X. R. Nete West

LY91 Smith, Jones & La 1960 Backlets 2 20,000 6/19 Refer to X. R. Nete West

LY91 Smith, Jones & La 1960 Backlets 2 20,000 6/19 Refer to X. R. Nete West

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LY91 Smith, Jones & La 1960 Backle

Fig. 3.—Daily Schedule Book. Upper engraving shows left-hand page, lower the right-hand page.

As the "work completed" slips come in, the jobs listed are checked in the complete job register and progress sheet as completed in the department from which the slip originates. This is done by stamping the date with a small ledger dater, which takes but a few minutes.

These "work completed" slips are turned in as frequently as is desired to keep up to

frequently as is desired to keep up to the minute on the work's progress. In some shops once an hour would not be considered too frequent, others, perhaps, would find twice a day sufficient.

A "delay slip" (Fig. 5) is also provided so that jobs that are held up for any reason will not confuse the schedule or be lost track of. Delays, of course, necessitate rearrangement of the schedules to conform to the new date.

In order to schedule the work to the capacity of any department, it is necessary to ascertain just what that capacity is, and to establish standards of production not only for departments but for various machines. If production records are not available, the keeping of them for a short time will make it possible to establish a tentative perhaps some of them will not be discovered until the system has been in operation for some time and is working automatically.

No system can be successful unless it has the cooperation of every individual who comes in contact with it, and it must be kept accurately and up to date.

WORK COMPLETED

DEPARTMENT
during the half-day ending 4.2 19
Note: If run ahead of schedule enter assigned date in column

os No.	Scheduled	Jos No.	Scheduled

Fig. 4.—"Work Completed" Blank.

DELAYED

The following jobs are delayed or are behind schedule in DEPT

	Reason for I	Delay	Probable Dat of Release
-			
			1
-			

Fig. 5.—"Delay" Slip.



PRINTING

IS A PART OF LIFE

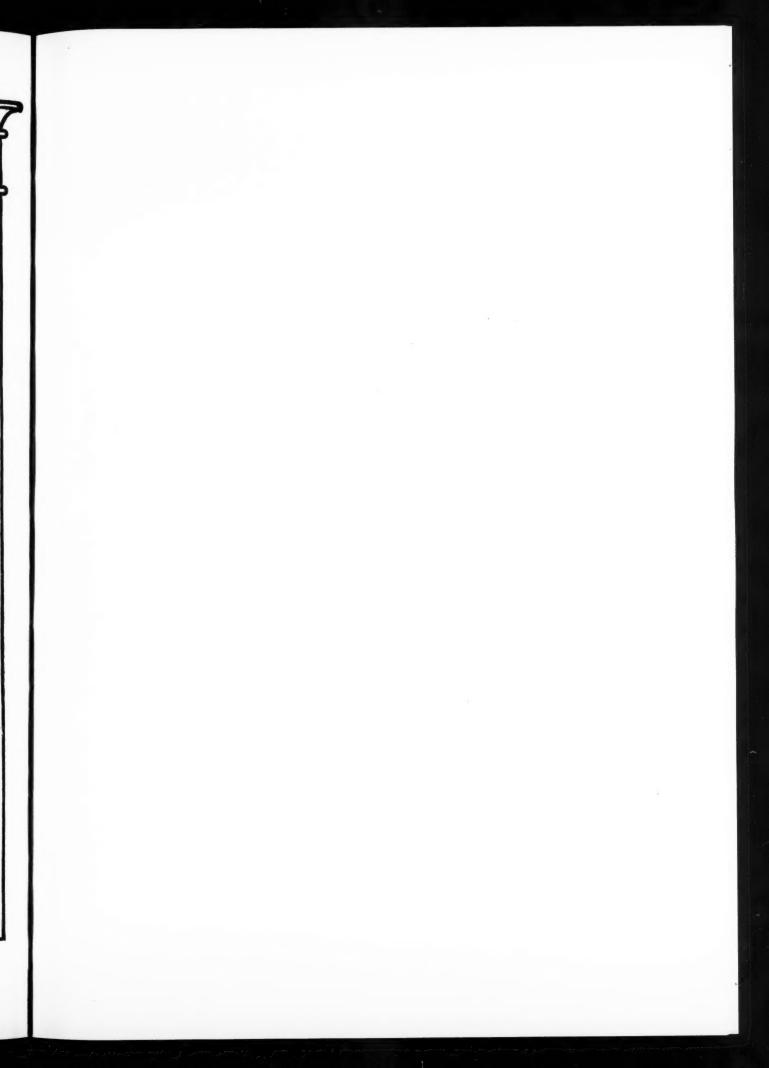
You open your favorite newspaper—and flaring head lines thrill you with the news that a king is dead, a city burned, a law repealed! PRINTING has added one more to the countless cameo-sharp impressions that it has made all through your life.

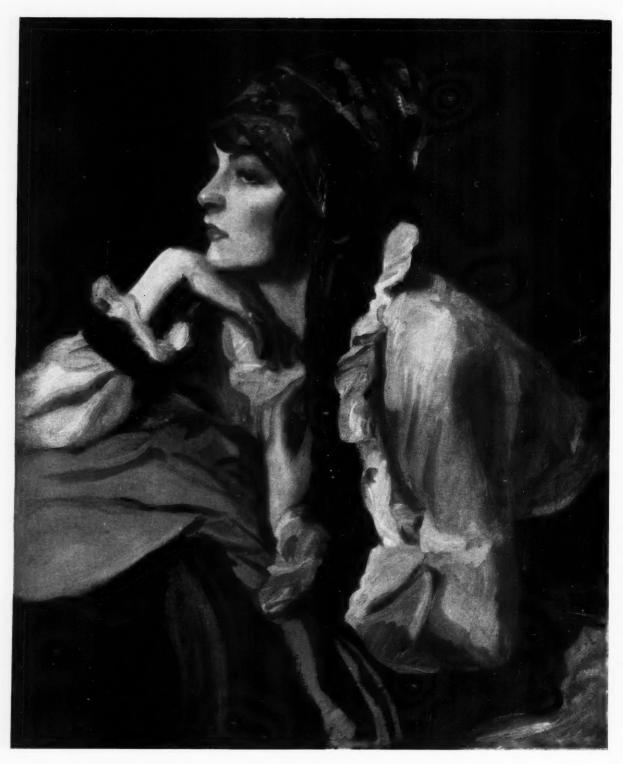
Hark back, in fancy, to the days of your childhood and consider the pictures that stand out most clearly in Memory's gallery. Intermingled with the recollections of juvenile joys and sorrows, do you not find the stories and the songs that PRINTING gave you then? Robinson Crusoe—Gulliver's Travels—The Arabian Nights—did not these and other tales make a deep and lasting impression?

Not a day passes but Printing plays an important part in your business or personal affairs. It brings you word of what others are doing, and it carries the message of your business, your merchandise, to those you wish to interest.

And the message of your printing is vivid just in proportion as it is properly presented.

How important, then, that your printing be handled by a printer who knows! Who can so combine type and ink and paper as to make just the right impression on the people that you want to reach and convince.





GIRL WITH THE TURBAN

Shown through the courtesy of "Town & Country," New York. Engraved in four colors by The Powers Coloritype Company, New York, from the painting by Harrington Mann. Printed by The Henry O. Shepard Company, Chicago, with four-color process inks by Sinclair & Valentine Company.



ADVANCE reports of the plans for the thirty-fifth annual convention of the National Editorial Association indicate that this year's gathering and excursion will fully equal, and probably surpass, all previous events held by the organization. The program for the convention sessions at Boston, which will be found elsewhere in this issue, offers a feast of good live subjects for discussion, subjects that vitally affect the interests of newspaper publishers. It is encouraging to notice that the plans are arranged to have the business sessions in the one city, and timed so that side trips and other entertainment features will not conflict with the actual business of the association. This is in line with the efforts of the leaders to make the annual gatherings something more than mere pleasure jaunts. The week of May 31 to June 5 will, without doubt, show a marked forward movement in the work of the association. All members of the organization, as well as others interested in the smaller daily and the country weekly newspaper field, should arrange to be present. We extend our hearty compliments to those who have had charge of preparing the program and general plans. The regular excursion trip, which will follow the convention sessions at Boston, will cover the eastern part of Canada, and will give the editors and publishers an excellent opportunity to study that part of the country.

The Postal Situation.

During the past two or three months THE INLAND PRINTER has received a number of complaints from subscribers who have not received their copies as early as they should. We regret the fact that many of our readers have been inconvenienced, but it is due to a situation that is beyond our control. For months the postal authorities have experienced difficulty in coping with an unusual amount of mail. For some time the condition was made worse by the strike of express drivers, which forced a tremendous amount of matter into the mails that otherwise would have been sent by express. The result has been that the mails have been congested to such an extent that the postoffice forces have been unable to handle the situation. In Chicago, alone, the postoffice has been practically flooded with mail matter, to such an extent, indeed, that it will require some time to move it all.

To add to the difficulty, it is reported that many of the postoffice employees are leaving to enter other and more remunerative lines of employment, due to the fact that

wages in the postal service have not been advanced anywhere near in proportion to those in the industries, nor in proportion to the increase in the cost of living. At the time this is written we do not have statistics available to show just what increases, if any, have been granted, but reports that come to us show that they have been extremely slight, to say the best.

We read a great deal about Congress being urged to make additional large appropriations for bonuses to the returned soldiers. While we would not for a moment urge that the returned soldiers be denied anything to which they are entitled, nevertheless it seems but fair that those who have faithfully stood by their tasks and served the country so well in the postal service should also receive some consideration.

It would seem wise for Congress to immediately investigate the postal situation, and make provision for increased remuneration for the postal employees in order that the proper degree of efficiency may be maintained in the service.

Publishers are paying a great deal more for mailing second-class matter. The condition of the service that is being rendered in handling this matter is deplorable. One publisher recently stated to the writer that weekly publications, upon which the readers depend for market and other reports, were practically being put out of business on account of the delay in getting copies to their subscribers.

We ask our readers to bear with us and be patient if they do not receive their copies with the usual promptness. Should their copies fail to reach them by the middle of the month, we shall appreciate their advising us. Also, we urge them to take whatever action is in their power to bring the situation to the attention of Congress to the end that proper steps may be taken to have it remedied.

Electrotypers' Association Starts Campaign of Education.

The postal requirements prohibit our making reference in our reading pages to any matter appearing in the advertising section of this magazine. We aim to comply with, or abide by, those requirements. Nevertheless, in this issue appears an announcement which we believe calls for special consideration, for it is not really an advertisement but the opening of a campaign of education, and deals with a subject that is of vital importance to the printer who requires the quickest possible service from the electrotyper. It is, therefore, to the fullest extent an educational feature, and one that is timely.

This campaign of education has been started by the International Association of Electrotypers for the purpose of explaining how printers can secure better service by putting into practice proper methods of preparing forms for electrotyping. All too frequently printers send to the foundry forms that are not properly locked up or prepared, and when they do not get the results or the service desired — well, it seems to be human nature to kick and blame the other fellow. A little coöperation in the way of the proper preparation of forms for electrotyping will save considerable difficulty, and will enable the electrotyper to render better service and give better results, and service and results are what we are all looking for.

The electrotyper is the last one to get the forms before they are ready for printing, and by the time he does get them they are generally wanted in a hurry, as the presses are probably waiting. This means that the electrotyper has to rush his work, at times to the detriment of the finished product, in order to meet the requirements of the printer. Here, again, a little coöperation in the way of more careful planning of work so as to have the plates made as far ahead of time as possible will result in benefit to all concerned.

These are days when coöperation is necessary. Abnormal times demand a closer working together on the part of all engaged in the business, to the end that better service may be rendered, results secured more quickly, and time saved. Therefore, printers should give careful attention to the campaign of the electrotypers, and heed the suggestions they have to offer.

The electrotypers' association, by the way, is to be commended for the campaign of education it is conducting.

The International Association of Printing House Craftsmen.

THE INLAND PRINTER has at all times stood behind every movement that is for the best interests of the printing industry. Therefore we heartily endorse the work that is being done by the International Association of Printing House Craftsmen toward forming local craftsmen's clubs in the various printing centers throughout the country. Having the opportunity of keeping in touch with the work of the Chicago club, and knowing something of its activities, we feel in a position to say, without qualification, that these clubs are an extremely important factor in the advancement of the industry, and that they should receive the encouragement of every employing printer.

As mentioned in a statement recently prepared by the international president, Perry R. Long, the object of the craftsmen's clubs is to "help the members as executives in printing plants to more efficiently fill their positions." This but briefly states the object, and it hardly does justice to the actual work done. By arranging lectures that are frequently accompanied by exhibits, stereopticon views

or moving pictures, processes of manufacture have been shown. New machinery in actual operation has been demonstrated. Specimens of odd or unusual pieces of printing, some difficult to execute, others artistic, have been exhibited. Trips through different plants have been arranged. Committees are maintained for the purpose of rendering service and seeking the solution of problems confronting the members. By no means the least valuable feature is the association with other executives, comparing notes, exchanging ideas, and discussing matters pertaining to the work in the plant.

We trust that this movement receives the encouragement and support it deserves, and look forward to the formation of many more of these craftsmen's clubs.

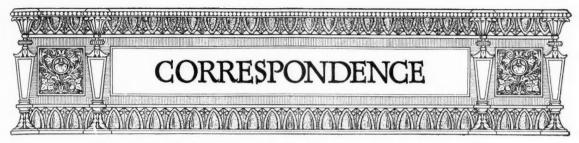
"How Much Do You Know?"

The editor has been favored with a copy of the second issue of an interesting eight page paper, "The Men's Club Booster," which is published "to promote interest and good fellowship" in the Men's Club of the University of Chicago Press. The first heading to catch our attention was the one given above, which was used over an announcement of a contest on subjects pertaining to printing. As stated in the announcement, "every one connected with the printing and publishing business should be acquainted with the outstanding facts of the history and progress of his chosen line of work." Twenty questions were set forth, and prizes offered for the three best answers. The questions follow:

1. Who is generally accepted as the inventor of printing with movable types? 2. Where and when did he make the invention? 3. Who was his associate in business? 4. Was their business financially successful? 5. Is there any controversy as to who was the inventor? 6. If so, who is the other claimant and where was he located? 7. What well known encyclopedia supports the latter? Who invented italic type, and where and when? 9. Name two early Venetian, two early French, and two early Dutch printers. 10. Who was the first great English printer? 11. Who was the first great American printer? 12. Where and when was the first press established in the United States? 13. Name the press founded by Whittingham; Morris; Ricketts; Updike; De Vinne; Houghton. 14. Who invented the monotype? 15. Who invented the linotype? 16. What is the principal difference between the two machines? 17. Name three other typesetting machines. 18. What concern introduced the point system of type measurement? 19. What is the unit of the point system? 20. What were the old names of the following sizes of type: 4½ point? 5 point? 7 point? 9 point? 11 point? 14 point? 16 point? 18 point?

How many of our readers can answer these questions offhand, without looking them up? Try it and see. Do not send us the answers. We are not offering any prizes. The effort will be well worth while.

This brings to mind the value of holding contests of this nature among those employed in printing plants, whether those plants are large or small. It would be a splendid thing for the industry if more adopted the plan and instituted regular contests, requiring answers to questions relating to the history and progress of the industry. No one can know too much about the work in which he is engaged, and such contests stimulate the desire for further knowledge.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words subject to revision.

Where Are the Millionaires?

To the Editor:

FLUSHING, NEW YORK.

In the March number of the *Type Metal Magazine* there appears a statement attributed to Roger Babson that after making an industrial survey of the entire United States he was unable to find a single industry in which some man had not made a million dollars.

Glory be!

Will Mr. Babson—or any other statistician—kindly enumerate the commercial printers in the millionaire class?

L. S. CASE.

More About Vocational Schools.

To the Editor:

HOLYOKE, MASSACHUSETTS.

Although I am willing to admit that THE INLAND PRINTER is the "leading trade journal of the world," I am not so willing to admit that it is always right in its editorials.

In the March issue, on the first page of the Editorial section, under the heading "The Apprentice Question," you say:

To some extent the vocational schools are helping to solve the problem, but at best the training given in such schools can be only superficial, especially with conditions as they exist in these schools today. This is not the fault of the instructors — it is due to the system. The pupils are expected to take the course in printing merely as a supplementary study in connection with their other school work, and the time allotted to the instruction in the classes is not sufficient to produce efficiency.

The dictionary gives a definition of the word vocational as applied to a school, "A school the *main* purpose of which is to provide training for the occupations, or vocations, whether the professions, commerce or trade." The State Board of Education in Massachusetts says, "Vocational education is any education the *controlling* purpose of which is to fit for profitable employment." From these quotations you can readily see that vocational schools in Massachusetts are not schools where "the pupils are expected to take a course in printing in connection with their other school work."

The Holyoke Vocational School has a thirty-five hour week consisting of five days of seven hours each. A pupil entering the school may pick out any vocation he believes he is fitted for, and after a consultation with the director is placed in the department of his choosing. The course is three and one-half years, and each instructor is allowed but fifteen pupils.

It might interest you to know just how much shop work a boy does in a school of this kind. Every department is a complete and well equipped shop, with the exception of the Academic Department, which is a classroom.

First year boys — sixty-nine per cent shop; eleven per cent related and applied; twenty per cent non-vocational.

Second year boys — sixty-three per cent shop; seventeen per cent related work; twenty per cent non-vocational.

Third year boys — fifty-eight per cent shop; twenty-two per cent related; twenty per cent non-vocational.

Fourth year boys — fifty-eight per cent shop; twenty-two per cent related; twenty per cent non-vocational.

The related work is all taught in the shop by the shop instructor, and in the printing department this comprises shop arithmetic, shop science, sketching and layouts, trade English, etc. The non-vocational work consists of two hours gymnasium work, one hour swimming pool, and four hours academic work, such as civics, English, mathematics, etc., in the classroom.

I think little more need be said about what the aim of a vocational school is in Massachusetts. I really believe you have confused the vocational schools with the prevocational, continuation, manual training and coöperative schools. However, I hope that the explanation here given as to the amount of time spent in the school shop, together with the statements that all boys of this department above the first year are working at the trade afternoons after school and on Saturdays, that employers are continually calling here to borrow a boy for a day, that one hundred per cent of the graduates of the printing department are now in the trade, that seventy per cent of the boys who stayed one year or more are now in the trade, and that all these boys went out self respecting workmen with a thorough appreciation of our craft, will convince you of the value of one vocational school to the trade.

RICHARD V. BARRY,

Head of Printing Department, Holyoke Vocational School.

WHY I LIKE SMITH, THE PRINTER.

BY G. W. TUTTLE.

Because he takes two minutes to think before he promises a job at a certain hour; then when he says "Tuesday forenoon, at 10 o'clock," he never means Friday afternoon at 4:30.

Because Smith's work reminds me of the picture of a placid trout brook that hangs on memory's walls, instead of reminding me of some sewer-defiled, muddy river.

Because all of Smith's profits do not go into the waste barrel.

Because I have no affinity for a slipshod job, while Smith hates poor work as he does the devil.

Because Smith simply will not work for nothing and board himself at H. C. of L. simply to keep Jones from getting a job—"cut off his nose to spite his face," as the old saying goes.

Because Smith does not proofread three columns at once and then growl at making good his errors of proofreading until patrons club together to purchase him a dog license with growling permit attached.

Because Smith never swells up like a toad in fly season, and says: "I am the best printer in the State o' Illinois." Smith understands human nature; he knows that patrons delight in discovering a few things for themselves, and that most of us are born discoverers.

Because a restful feeling comes over me when I hobnob with one of Smith's jobs in my office — I never wish I were blind, or afflicted with loss of all esthetic taste.

Because Smith likes me!

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

James Booth, a pressman at Clitheroe, aged seventy-three, recently lost both his hands, which were accidentally drawn between the rollers of a press.

The noted house of Raphael Tuck & Co., of London, producers of fine color printing, in the last year made a net profit of £60,100, being a record year for the concern.

THERE is predicted another advance in the price of new novels. It may be eight or nine shillings for novels of average length. At present the price is generally seven shillings.

Relief and pensions totaling £7,777 were disbursed by the Newspaper Press Fund during 1919, according to its annual report, and 268 members were added, bringing the membership up to 2,805.

THE employees of the typefounding house of Stevenson, Blake & Co., at Sheffield, have obtained a raise in wages, ranging from two to four shillings per week for time hands, and from eight to sixteen per cent for piece hands.

WILLIAM LOWMAN, who has been in the employment of the Eton College Press for sixty-five years, has been presented with a silver salver in appreciation of his long service, the directors of Spottiswoode, Ballentyne & Co. being the donors.

It is proposed to erect a sanatorium at Wellesborough, near Bosworth, for the National Society of Operative Printers and Assistants. It is said that Lord Northcliffe is interested in the scheme and that the buildings of the sanatorium will be such as the craft can be proud of.

It is reported that the actual amount of British paper money now being printed is comparatively small, and is used largely in substitution for dirty and worn notes. Now that the National Treasury has decided to "dilute" the silver, all the small paper currency (from one to five shillings) which was printed many months ago is to be destroyed. Something like £150,000,000 worth of five shilling notes were printed by Waterlow Brothers & Layton, who are today executing orders for nearly every continental government and are also printing the Indian rupee notes.

GERMANY.

THE university printing office at Erlangen (Junge & Sohn) is now three hundred years old, having been started at Altdorf near Nuremberg in 1619.

The publishing house of Ullstein & Co., of Berlin, is offering a series of prizes, the highest being 20,000 marks, for the best mechanical method of "stuffing" or inserting newspaper sections. The opportunity to enter devices is open until August 31, 1920.

Because of lack of fuel, a large number of paper mills have been obliged to stop production, in consequence of which newspapers are in great straits. Since the beginning of the year the price of paper has risen to ten or eleven times that quoted in 1914. The publishers have asked the Government for help to get paper, but the Government finds itself unable to give any assistance.

An association of designers and planners for the graphic arts, which was started in April, 1919, and now has about two hundred and fifty members, has just issued a price list governing all classes of the work, such as type and ornament designing, sketches, layouts and dummies for jobwork, books, calendars, periodicals, advertisements, etc. The keynote of the price list is, "No sketches, layouts or dummies to be given free."

A CONFERENCE of interested persons from Germany, Austria and Switzerland was recently held in Berlin to consider a further revision of the spelling of the German language, and to improve upon the revisions given in the Dr. Duden's dictionaries, now some years in general use. The efforts seem to be concentrated upon the elimination of much of the capitalization, of letters indicating prolongation of vowel sounds, and of foreign elements in the alphabet.

The D. Stempel Typefounding Company, of Frankfurt a. M., has issued a jubilee booklet to celebrate the twenty-fifth year of its existence. From a very humble beginning this concern has grown to be one of the foremost in Germany, having now about five hundred employees, and possessing some five hundred thousand type punches engraved in its own house and about one million five hundred thousand matrices for casting type, among which are matrices for almost every printed language in the world.

A CORRESPONDENT in Hamburg who is engaged in type-founding, writes: "We are enormously busy. We are receiving immense orders from the northern countries, which we can not fill. The reason for these orders is the sinking value of the mark. The prices now prevailing for type are frightfully high. For letter type metal we have to pay 587 marks per 100 kilograms (equal in prewar days to 63½ cents per pound), about ten times as much as the price used to be. Hence our charges for type are ten times the prewar prices. The obtaining of fuel for our foundry is one of our greatest drawbacks."

FRANCE.

THE French postoffice department has raised the prices of letter cards and stamped envelopes and newspaper wrappers.

THE Ecole Estienne, said to be the largest printing trade school in the world, was started at Paris in 1889. The installation of the school has cost over a million francs.

ALBERT HAEMERS, treasurer of the Syndical Chamber of Master Printers, at Rouen, has been honored with the title of Chevalier of the Legion of Honor. The King of Belgium, in recognition of notable war service, has given him the cross of an officer of the Order of Leopold. His wife at the same time received from Queen Elizabeth the Cross of Merit.

AUSTRIA.

Because of the sinking in value of the country's money, the price of a 98 by 130 centimeter size Miehle press is 180,000 crowns, provided, of course, that it is possible to find one for sale.

THE National Printing Office has received an order from the German Government for the printing of ten million fifty mark notes, which the German National Printing Office could not undertake because a Spartacist mob had attacked its works and done great damage to machinery and utensils.

DENMARK.

Due to great difficulties experienced by the paper mills and the consequent diminution of output, paper prices have advanced one hundred per cent. At a recent conference of publishers in Copenhagen it was decided to reduce the use of paper by twenty per cent.

HUNGARY.

PRINTING type may now be imported into this country without an import license.

IN GENERAL.

THE world has in recent years been flooded with new issues of postage stamps. In 1914 there were brought out 1,286 new stamp designs, the highest number of any year up until then. In the year 1919 about 2,000 fresh designs came out, of which 1,500 were issued by the newly formed governments. Poland alone issued some 400, Ukraine about 175, Czecho-Slavia and Jugo-Slavia each 150, and Fiume as many as 75. The remaining States seemed to be satisfied with 30 to 50 issues.

Collectanea Typographica



By HENRY LEWIS BULLEN



The Mission of Printing.

To hold and trim the torch of Truth,
Hnd wave it o'er a darkened earth!
To sway the yearning heart of youth
Hnd give to earnest thought its birth!
This is thy mission to mankind,
Thou mighty Mercury of Mind.

Ennobling Art! what honored names are

Scholars* like him that versed the holy page, Philosophers† that turned the lightning's path.

And poets; who have tuned the living lyre!

*Robert Estienne, who, in 1548, first subdivided the Bible into chapters and verses, substantially as in the current editions.

†Benjamin Franklin, discoverer of the negative and positive qualities of electricity and the first to make electricity useful to mankind; Michael Farraday, inventor of the dynamo; Thomas Edison, inventor of the incandescent electric light.

‡Whitman, Beranger, Michelet, Montgomery, William Morris.

Pre-eminent in usefulness to mankind, our Art of Printing has a splendid roll of famous useful men. Why then is the printer without honor in these United States? Because the American printer usually knows little and cares less about the inspiring history of his art and those who have made it illustrious.

Precision Machines.

NOW, you're thinking of toolmakers' lathes, micrometers, and other things that work to infinitesimal limits. But we are thinking of our own printing presses. They're just as fine.

Take this big cylinder press over here. It has a bed nearly five feet wide and a cylinder nearly two feet in diameter. It's full of racks and cog wheels and air cushions and all that, and yet the bed and the cylinder have to meet at a given point within less than a thousandth of an inch. If they didn't, where would your color register come in? Think of a sheet of paper, or a run of fifty thousand sheets, all running without a second's delay, and all hitting the form with almost absolute precision.

Takes good machinery for such a job. And a trained matured organization. And a fine system in the shop. And all the while it's speed, speed, for you want the job—quick. And you get it.

Type is also precision stuff. And type is soft metal, yet it is precise. At least, type is precise in our shop. Mostly new. Wears

Types of one body made on hundreds of machines in various typefoundries must agree with each other perfectly, and they do! Davis & Warde, of Pittsburgh, had a good idea when they printed the above essay on precision machines. There is no great business so poorly advertised



The Printing Art and the Printing Machine in 1848.

Advertisement of W. L. Burroughs, of New York, who had the exclusive right to use in that city the "Ruggles Engine for Job Printing." It was the first successful treadle self inking job press, but Ruggles kept on urging his ideas until he developed a job press not dissimilar to our Gordon press. The main features of the Gordon job press were invented by Ruggles. The original advertisement is 434 by 7 inches.

out fast, but we keep it coming—new. Costs money, but quality is never cheap.—
Warde's Words.

Are the buyers of printing properly instructed as to the immense outlay for machinery and appliances of the highest degree of accuracy used in producing their work? Steel mills are great enough, but their machinery is crude. Textile mills are great, but there is no fineness in textile machinery. Machine tools do wonderful things, but most of them depend upon accurate adjustments made by the operators. Take typefounders' types: there is no other article made in large quantities that approaches types in accuracy. The typefounder works to ten-thousandths of an inch, which is the tenth of the thickness of a cigarette paper! Types made today are required to work in perfect adjustment with types made a dozen years ago, and they do it! as is Printing. There are few other businesses which have so illimitable a field for expansion by means of advertising. The glorious occupation, teeming with opportunities, is too largely in the control of the mechanical minded.

* * * * A Fool, and Worse!

"I'm not interested in training workmen or apprentices. I buy my labor as I do my paper, from the existing market—and somebody will keep it supplied."—New York Employing Printer, as reported in proceedings of the 1919 U. T. A. convention.

In Washington they turn paper and printer's ink into money, but every consistent advertiser is doing this.— Dyer's Dyergrams.

Kelmscott Editions.

THE Kelmscott Press books, now esteemed as among the choice art works of all time, are steadily mounting in value. Lovers of the art of the book are eager to possess them, but among lovers of the art of the book, alas, how few are printers! Alas, we say, because the printers miss so much that they need to inspire them and to enable them to gain that place of reputation in public estimation which is theirs if they were but worthy to resume it. It should not be true that men of occupations other than printing are more appreciative of the art of printing than are the printers. Collectanea looks forward to a time when of two men of equal means and manners, the one who is a broker (or peddler of bonds and stocks) shall not be held in higher honor than the other who is a printer, producing the most necessary commodity in this world for enlightening all sorts and conditions of men. Actually, though, in our time, the stock brokers as a class are more appreciative of the higher art of the book than are the printers. The stock brokers buy great books, while the printers do not. If printers lack the money to buy great works of their own art it is because nothing they ever do convinces their customers that there is any art in printing - it's all done by machinery.

It's a case of "Who is worse shod than the shoemaker's wife?" or "Him that makes shoes goes barefoot himself," as the old proverbs say.

* * * * A Tribute to William Morris, Printer.

ON March 16 and 17 the first part of the entrancing library of the late H. Buxton Forman was sold at auction in New York. Forman, a distinguished man of letters, was the personal friend of two notable printers, William Morris and Walt Whitman. Forman was attracted to these men by their literary and poetic eminence. The catalogue of sale shows thirty-nine Whitman items, some of the greatest rarity, including the "Hospital Note Book," in manuscript, a diary kept by the good gray poet while he was acting as volunteer nurse in the battlefields and hospitals during the Civil War.

Forman is the author of "The Books of William Morris Described, with some Account of his Doings in Literature and the Allied Crafts," the introduction to which is "The Life Poetic as Lived by William Morris,'

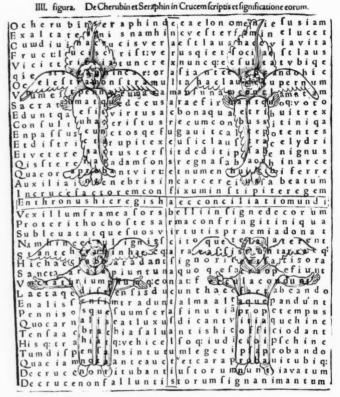
The catalogue shows that Forman was the possessor of twenty-six books, printed and in manuscript, of which William Morris was the author, all pub-

lished before the founding of the Kelmscott Press. Of Kelmscott Press editions fifty-five are catalogued. For these great examples of printing Forman had a special book plate, showing Kelmscott House and Church, with the verse printed below, a fitting tribute to the

Better Profits in Brains.

OO many printers regard their field with narrow vision. They are, even in the humbler sorts of printing, furnishing a product of more dynamic power than any other. Let them get near the vital facts, and they will begin to charge

IIII. figura. De Cherubin et Seraphin in Crucemscriptis et significatione corum



Difficult Composition in 1503.

Page from book printed in 1503 in Pforzheim in Baden by Thomas Anselm, showing clever justification of wood cuts with types and brass rules. The letters within the areas of the wood cuts and rules are red in the original, printed over the wood cuts or enclosed in brass rules; size of original, 714 by 814 inches. This very rare book, with twenty-eight somewhat similar tables, very ingeniously composed, was once the property of Theodore Low De Vinne. It is now in the Typographic Library and Museum in Jersey City.

man to whom every printer doing good work in America is deeply a debtor.

OF MORRIS LIVING IN THE LEAVES OF THIS BOOK, PRINTED BY HIM AND OWNED BY H. BUXTON FORMAN

'Tis meet you should not have to guess Who owns this book from Kelmscott Press: Therefore I do you know to wit 'Tis mine who set this mark in it.

And not because the book is mine, I bid you keep it clean and fine, Turning the leaves with reverent care: Nor vet because men hold it rare: But look you how the master hand Wrought what the master spirit plann'd. And shaped it of the goodliest Before he entered on his rest. And tho' by Kelmscott Church he lies So quiet that he may not rise. Or have again desire or will. He lives within these pages still: So hearken what his lover saith. And read herein with bated breath.

for the persuasive influences of their printing in addition to time, overhead and materials. Many thousand persons live well by selling their brains - for mere advice as to how to avoid jail, hell, or sickness. Put printing on a professional basis, because it makes a client's business healthier or saves him from bankruptcy. There is an increasing number of those who are advisory printers, charging for brains. Printing is a highly profitable occupation with an illimitable field. Wherever it is not profitable, the cause is lack of mental capacity to make it so. The majority of proprietor printers are not intellectually equal to their opportunities. The machinery of printing is wonderful, its personnel lamentable. Observe the average caliber of the boys learning to print and wonder not that printing has lost its reputation.

THE JOHN M. WING FOUNDATION OF THE NEWBERRY LIBRARY.

BY E. E. SHELDON.



ITH the city ideally located and fast becoming the printing center of this country, it was no mere coincidence that led a Chicago publisher to establish in Chicago a foundation for a great library on printing. It was the vision of John M. Wing that led him to leave his fortune to establish a library as an inspiration and a joy to the workers in

the industry greatest in the world in its far reaching influences and effects upon civilization. Equally happy was his choice

of the Newberry Library to be the home of the Foundation. The library was already rich in material of interest to lovers of

the art of printing. John Mansir Wing was born April 17, 1845, at Ferndale, Oswego County, New York, and died at the Auditorium Hotel, Chicago, March 14, 1917. After a few terms at Pulaski Academy in New York, he became a printer's devil and later a compositor, serving on newspapers in Rome and Utica, New York. Finally he became a proofreader and an editorial writer. In August of 1865 he came to Chicago. After he had worked nine years for the Chicago Times, arrangements were made for him to take the son of the editor of the Boston Herald around the world. After returning from this trip, Mr. Wing founded the Land Owner, which he was running at the time of the Chicago fire. After the fire he went to New York, and in some trunks brought back enough material to keep his paper running. He had eight very successful years with this journal. Later he started another paper called the Western Brewer. He retired

at the age of forty-three, and for the last twenty-nine years of his life he was a traveler as well as a collector of books.

Through the interest of Horace H. Martin, a book lover and lawyer in Chicago, Mr. Wing was persuaded several years before his death to enter into an arrangement with the trustees of the Newberry Library, whereby he was to leave his property to the Newberry Library for the establishment of a memorial collection to be known as the John M. Wing Foundation, and the trustees were to provide him with a private room in the library building where he could keep and use his private collection. Here Mr. Wing took up extra illustration, and, following this hobby, passed his later years in bookish seclusion. As he was a bachelor without near relatives, no family ties were ignored when he left by will practically all of his estate to the Newberry Library, with the direction that "the income from this bequest be used for the purchase of books which treat of the history and development of the arts of printing, engraving and book illustration from the date of the introduction into Europe of the art of printing with type. "

He left the library approximately \$250,000, the income of which will be available for the purchase of books. He also left his own private collection of books to be preserved as a personal memorial of the founder. These books are mostly of antiquarian interest only. Not many of them are connected directly with typographical matter, either in their text or physical make up. The income has been available for over a year. Last year nothing was done in connection with the Foundation except to purchase a certain number of books. On the first of January, 1920, a custodian was appointed, Pierce Butler, who has devoted his life to a study of books. Plans are rapidly being matured for the rearrangement of the matter in a special exhibition room, which will be a mecca for students of printing. So far as the material goes there is already available a group of

examples of fine printing more representative than is available anywhere else in Chicago. The library has 306 books printed before 1500 A.D., including the work of such famous masters as Peter Schoeffer, Nicholas Jenson, the Aldines, Elzevirs and Plantins, Stephanus, Froeben and others. The Wing Foundation has bought most heavily of the work of William Morris' Kelmscott Press and that of his followers, the Doves, Ashendene, Vale and Riccardi Presses. But most notable of all its acquisitions, perhaps, are nearly three hundred volumes purchased from the private library of Theodore L. DeVinne, which was recently sold at auction in New York. Many of these books contain marginal notes and other marks of De

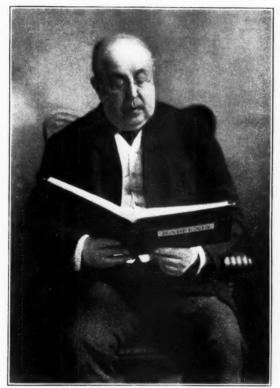
The following paragraphs taken from a memorandum prepared by Mr. Butler will show the lines on which the collections will probably be developed:

"In its particular field of the typographic arts, the John M. Wing Foundation should be what the Newberry Library is in the broader realm of general

Vinne's patient study.

culture. Concerning itself with the humanities of typography, this Foundation will avoid on the one hand the empirical limitation of the artizan and on the other the finical niceties of the dilettante, to devote itself whole heartedly to the accumulation of such things as will instruct, correct and inspire the makers and users of books in the higher aspects of typographic art. Loyalty to this ideal will require no austere refusal to receive into the collections treatises on mechanical processes or curiosities of printing. These will have their place, but they must be acquired and used with a frank recognition of their subordination to other and higher matters.

"There is need of such an institution in Chicago. In connection with the trade schools, and elsewhere, there are adequate collections of the literature covering modern printing practice. The Caxton Club and other agencies offer ample guidance for the collector of rarities and curiosities. But nowhere, in this city or in its surrounding territory, is there a typographical library built on a solid foundation of critical scholarship, where



John M. Wing.

an advanced student may find adequate resources for his studies. If the Wing Foundation is to supply the needs of such students, its collections must be developed along three distinct lines. On the historical side it must accumulate all the 'sources' and the more important secondary works relating to the invention, spread and development of printing during its earlier years. It must also acquire collections illustrative of the work of every printer or press down to the present day whose work is of real significance for the subsequent course of the art. On the theoretical side the Foundation must cover, both by examples and criticisms, the problems of artistic composition involved in such matters as letter construction,

page proportions and arrangement, ornament, illustrations and the like. And finally, it must offer, as a source of inspiration to typographical workers, a collection of fine examples of the best work that has been accomplished in every important branch of printing....

"Another matter which may be worth considering at the present time is the question of incunabula. Dealers' catalogues, as well as many collectors, seem to find in that word alone ample proof of the entire desirability of any particular example of the class. Yet the mere fact that a volume is an incunabulum, which may mean no more than that it was printed in December, 1500, and not in January, 1501, is by no means a sufficient hall-mark of its bibliographical or typographical worth. The Wing Collection can not hope ever to have a copy of every 'cradle book' extant. The number of them, to say nothing of their prices, prevents such an inclusion.... An incunabulum may have a value for its historical features. We have a list, practically complete, of all the early books

which are original documents in the history of printing. The Newberry Library already possesses the greater number of those whose market values are within our reach. There are, of course, a number of others which we can never hope to obtain, but the historical value of reliable facsimiles of these will be almost as great as that of the originals. The acquisition of such facsimiles should be made a part of the Wing program.

"Or again, an incunabulum may have what for the lack of a better term I have called a critical value. By this I mean the evidence of why the problems of design have been more successfully worked out by one line of development than another. Now the problems of design in typography relate to the forms of letter and page, ornament, and illustration. The Wing Foundation should include for each of these a select and comprehensive series of examples which will enable a student of these matters to attain a clear understanding of their origins, development and variations. Of these problems, that of letter form is undoubtedly the most complicated. The work of the earliest printers has a two fold value for the student; each craftsman designed his own letters with very little regard for what other men were doing and, moreover, these independent designs arose in an age when letter forms were still in a flexible state. If any particular designer had not himself been a manuscript scribe he was accustomed to handling the work of scribes. Indeed, he had probably learned to read from a written volume. Now, in pen work no two examples of the same letter were exactly alike; a skilled writer unconsciously

modified the letter slightly into conformity with the rest of the word in which it appeared. But the printer has recourse to no such process. His types for any letter are identical in form, so in designing them he has to make them in such way that a printed page will be smooth in tone and in texture. His m's must not be so fat and his l's so thin that from a little distance the one would show on the page as black specks and the other as white holes. The tails of his y's must not be so conspicuous as to disfigure the page with a series of diagonal dashes. And so on through a thousand details. The early printers faced these problems no less than do modern type designers, but because the former lived in an age when letters

were still plastic, they were, in the main, more successful than are their present day successors. Thus, their work represents a wealth of material that can nowhere else be found for a study of what is a good type face and what is not. Even their errors are significant. I believe that the Wing Foundation should ultimately include, in facsimile where necessary but in originals where possible, examples of every important type used during the first three generations of printers.

"Finally, an incunabulum may have an esthetic value. The early printers were craftsmen in every sense of the word. Their work was produced from beginning to end by processes which were under the direct personal supervision of the master, if they were not actually performed by his hands. If he was an artist and had mastered his technique, the books he produced were works of art. As such they possess an inspirational value for all who can use them. In the history of fine printing it is a noteworthy fact that nearly every worker who has produced beautiful results has been a careful student of

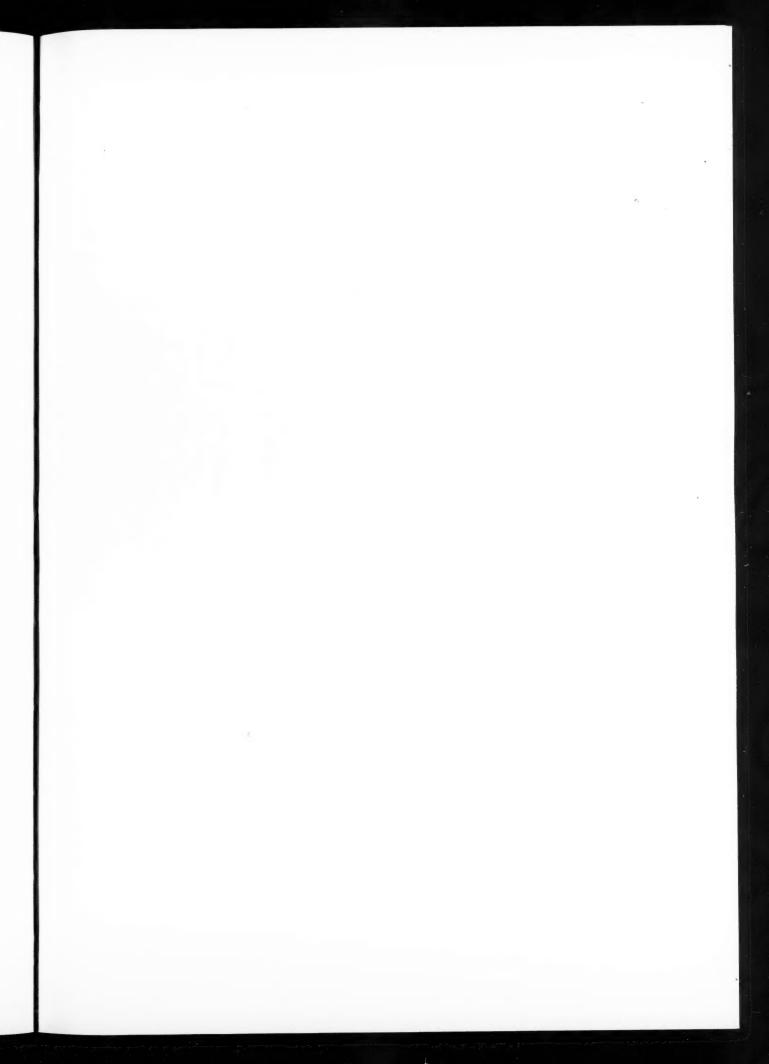


Pierce Butler, B.D., Ph.D. Custodian of the John M. Wing Foundation.

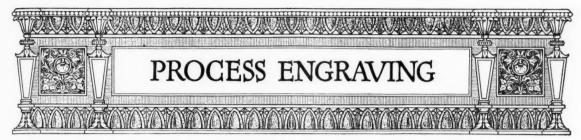
the work of these early printers. The Wing Foundation should have examples of the works of all the greater printers, and it should have examples of each printer in sufficient numbers so that the student shall be enabled not only to study his mannerisms in one piece of work but the spirit of his productions.

"Indeed, the same principle should hold in the selection of illustrative examples from any press. Our collection of Kelmscott books is a case in point. One often hears it said of the Morris books that 'when one has seen three of the books he has seen all.' I do not believe this. As an artist William Morris was not only a great man but a peculiar and a restless one. His printed books record ever new experiments, and, it must be confessed, a series of overemphases on each method as it was introduced. A serious student of the work of the Kelmscott Press must know something of the whole series if he is to understand the significance of any particular example."

Mr. Butler during the past three years had charge of the Book Selection Department at the Newberry Library. His experience thus fits him for the work of the new Foundation, since the present task of its keeper will be to purchase widely in the whole field of typographical literature. Familiarity with the old and rare book trade is thus, for the present at least, more important than a practical knowledge of modern shop practice. Mr. Butler, so far from being a printer, is purely a scholar; he was graduated from a Massachusetts high school, Dickinson College, Union Theological Seminary, Columbia University and Hartford Seminary.







BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted.

For terms for this service address The Inland Printer Company.

Half-Tone Cross Line Screen.

A British patent, No. 129266, granted to W. R. B. Larsen, is for a novel half-tone screen which is ingenious, though it remains to be seen whether it is a great improvement for any purpose that the present half-tone screen with proper diaphragms will not accomplish. This new screen is composed of two line screens ruled as usual, with the transparent line equal in width to the opaque one, both screens sealed together with the lines crossing at right angles. In ruling this Larsen screen, additional thin white lines are ruled at an angle of forty-five degrees to the other white lines, so that when the two screens are placed together face to face, transparent apertures appear where the opaque lines cross each other, and the corners of the larger apertures are extended. Results from it are now awaited with interest.

Rotagravure Tissue Improvement.

A. C. Braham, in English patent No. 137108, shows a much needed improvement in the carbon tissue used in rotagravure. In the days when photographs were fading out within a few years, carbon tissue was invented as a means of supplying a permanent picture. It was called carbon tissue because the gelatin of which it was made contained a pigment or ground carbon in suspension in the gelatin, and as the pigment could be of almost any color, pictures of any single color were obtainable. Since Karl Klic took advantage of carbon tissue for use in his wonderful invention of rotagravure, the manufacturers continued to make it a permanent material, though the opaque pigment made the tissue slow working and the grain in it was a further objection. This department has recommended the use of a dyed tissue, and now Mr. Braham has patented such a tissue. The only mistake he has made is in coloring it a burnt sienna, for if he would dye the tissue a blue it would offer less obstruction to light, and when it was developed on copper it would give an image which would show strongly against the polished copper roll.

Dry Plates Versus Wet Plates.

"My employer is anxious to take up dry plates entirely in place of wet collodion for line and tone, and argues that it will be cheaper and results will be just as good; will some readers give their experience?" This is a question asked in *Process Work*, and here are extracts from the answers:

"I have used both wet and dry plates, and am convinced that the wet plate is the process for quality, but the dry plate, in the hands of a good operator, can, I think, be worked more cheaply, though not for rush news work. In the case of very flat or indifferent copy, one can not locally reduce and improve the negative so well as when using the wet plate."

"The dry plate is good for large half-tone negatives. Small half-tones, particularly those copied direct from photographs,

are best done by the wet plate. Though the dry plate is good for linework it can not compete with the wet plate for copying very fine lines. The dry plate is a necessary adjunct to an efficient studio, but it is not so good that the wet plate can be entirely excluded and superseded."

Daily Newspaper Illustration Beginnings.

William Hartley, in "Penrose's Annual for 1920," would give one the impression that daily newspaper illustration originated in London in 1890, that it was largely developed there, that he is the oldest daily newspaper artist living, etc.

Just to keep the history of illustrated journalism straight, let Mr. Hartley go to the British Museum and take down Volume I of the New York Daily Graphic, and he will get acquainted with the first daily newspaper in the world, which, he will find, continued for eighteen years, or until the time when the London dailies began to take the matter up seriously. In the 1873 volume he will find a picture of the photographic darkroom on wheels which the first photographer on a daily newspaper used. The New York World began daily news illustrations early in 1884, and all the other American newspapers quickly followed, so that New York was the birthplace of illustrated daily journalism as it was of most of the subsequent developments, such as the introduction of half-tones to newspapers. As to the oldest newspaper artist, William A. Rogers began on the Daily Graphic in New York over forty years ago, and he is still going strong.

Photoengraving for a Disabled Soldier.

The Federal Board for Vocational Training directs a disabled soldier to this department for information regarding the following: "(1) Is the trade overcrowded as the union men indicate, or are positions begging for trained men as the training schools intimate? (2) Is there such a thing as a one man shop, where one could turn out engravings all by oneself? (3) Relative to the schools, would the unions recognize such training by cutting down length of apprenticeship? (4) To specialize, which process at present offers the best chances of positions and which the best pay, and which is the most likely to cause eye strain? (5) Recommend some trade journals and books on photoengraving."

Answer.—(1) Better go to the source for this information. Write Louis Flader, 862 Monadnock block, Chicago, for the result of a survey that is being made on this subject. Also get from the training schools the list of positions some of their pupils occupy and the actual salaries they are receiving. (2) In 1881 the writer started a one man shop and lost all his little savings. He is not keen on recommending it. A one man shop today would be suicidal. (3) Write to Matthew Woll, 6111 Bishop street, Chicago, who can best answer this question. (4) Photoplanography, or photolithography; rotary photogravure, or rotagravure; photoengraving in half-tone, line,

three and four colors; collotype and photogravure, are lines of processwork in which there will be openings for competent men, and in the order named. There is always danger of eye strain in every branch of this work. (5) Apply to The Inland Printer for books on photoengraving. For twenty-six years this journal was the only trade publication in the world maintaining a process engraving department, so that its files give a history of the progress of the art during that period.

Cost of Engraving in Holland.

Leo Hagedorn, Harlem, Holland, writes: "In regard to your article in the January issue of The Inland Printer concerning the prices of blocks, I send you a list of the prices we get for the article here. As we suffer rather from awful German competition you will oblige me very much by telling what you think of our prices for the blocks and manner of calculation. Prices of blocks, minimum 100 square centimeter, or 16 square inches:

Line engraving, zinc	1.00
Line engraving, copper	5.00
Half-tone, zinc	5.00
Half-tone, copper	
Blocks for dye press, zinc	00.0
Blocks for dye press, copper	3.00
Three-color blocks, minimum 24 square inches, a set	00.0
Four-color blocks, minimum 24 square inches a set	5.00

"When there is a circle, oval, vignette, deep etching, there is extra pay. For photographs made in a gallery or elsewhere, we charge for a negative of 35 square inches \$3 each; 70 square inches, \$4, and 84 square inches, \$5 each. What are the wages paid in America?"

Answer.—By mail goes forward to you the scientific scale used in charging prices on blocks in this country, which scale is the result of years of cost finding. The prices paid labor depend upon the cost of living, which differs with locality. You can understand when the workman must pay \$1 a dozen for eggs and \$1 for five quarts of milk he must get corresponding wages to support a family.

New York Photoengravers' Silver Jubilee.

New York Photoengravers' Union No. 1 has issued a beautiful souvenir volume commemorating its twenty-fifth anniversary as a trade union. The charter of the union bears the date of November 12, 1894, and was signed by the late lamented W. B. Prescott, then president of the International Typographical Union. The history of New York Photoengravers' Union No. 1 is admirably told by Albert L. Armitage, the corresponding secretary. It is a most interesting and instructive story of the overcoming of innumerable obstacles.

In this department of The Inland Printer for October, 1894, there is a reference to the Elmira (N. Y.) State Reformatory's teaching its inmates photoengraving. This fact, related to the writer by Daniel McGinn, was what really stimulated the formation of the union. Men wanted to protect themselves from mingling with ex-convicts, and to prevent state institutions from becoming schools for counterfeiters was another motive that drove the photoengravers into an organization. The first work of the union was to appeal to Theodore Roosevelt, then governor, and after a long and hard fight a law was passed eliminating from penal institutions the teaching of photoengraving. Other States have since taken similar action. This was but a beginning in the correction of many evils which this union has accomplished in its short life.

Other contributors to the volume are: Matthew Woll, president International Photoengravers' Union of North America; Adolph Schuetz, president American Photoengravers' Association; Eugene Miller, ex-president American Photoengravers' Association; Henry F. Schmal, secretary-treasurer International Photoengravers' Union of North America; George Stein, Educational Commission, New York State Federation

of Labor; Stephen H. Horgan; Charles E. Sherman, president Photoengravers' Board of Trade, New York; Louis Flader, commissioner American Photoengravers' Association; A. W. Morley, Jr., chairman Contract Committee, New York Photoengravers' Board of Trade; Albert R. Bourges; Frederick E. Katsch, vice-president New York Photoengravers' Union No. 1; H. D. Farquhar; Joseph J. Derse, Jr., president Associated Commercial Artists; James J. Freel, president International Stereotypers' and Electrotypers' Union; Marsden G. Scott, president International Typographical Union; Walter Reddick, president International Brotherhood of Book Binders; George L. Berry, president International Printing Pressmen and Assistants' Union; and E. J. Volz, president New York Photoengravers' Union No. 1, to whom is due the credit for editing, compiling and publishing the volume.

Three and Four Color Ink Standardization.

Charles A. Grotz, of the Trichromatic Engraving Company, New York, who has given twenty-eight years of his life to the making of color plates, is indignant at the manner in which the effort to standardize process inks is being exploited in the trade papers. He says: "I suggested at the Eastern conference of the photoengravers, held in New York a few years ago, that it would be a great saving if three and four color process inks were standardized. Louis Flader introduced it into the program of the last convention, where William J. Wilkinson explained fully the problems involved. Mr. Wilkinson was appointed chairman of our committee to investigate the matter and we will make a report to the coming convention. Any other committees of papermakers, advertising agents, etc., that are appointed are only wasting time. This is purely a photoengravers' problem and we will settle it. When we have settled upon the colored inks we should have, then it will be up to the inkmakers to show how near they can come to supplying these inks. For, beside the proper hues, inks must possess proper working qualities, and must not be prohibitive in price.'

OUR FRONTISPIECE, "THE PLATE PRINTER."

Through the courtesy of Sidney Woodward, of the art department of the *Boston Post*, we show, as the frontispiece for this issue, a reproduction of "The Plate Printer," an etching by Dwight C. Sturges. Commenting on the etching, Mr. Woodward writes as follows:

"For several years past Dwight C. Sturges has deservedly held high rank among the best etchers in America. Each year since 1914, when his etchings were first shown, has brought a steady and sure advance, both here and abroad, in the reputation of this artist and the quality of his plates. To produce only one etching a year does not seem a great deal to accomplish, yet if that one be an unusual impression, it can easily be worth the time given it. This is just what Dwight Sturges has done. For in 'The Plate Printer,' his latest and only etching made during 1919, the artist has made an etching which can be called really notable.

"Mr. Sturges' etchings display a mastery in the method of representing light and shade, combined with a superior draftsmanship, which makes for free and easy handling of the penetcher's needle. His technique, too, is distinctly his own, for he has a way of playing with the needle which allows him to focus his attention on the effect of the whole rather than place distracting emphasis on the individual lines. It is, however, the human interest of his subjects that gives to the artist's etchings their justly popular appeal and which has caused one critic to call him the 'O. Henry' of etchers. 'The Plate Printer,' 'The Organ Grinder,' 'The Apple Woman,' 'The Pawn Shop,' 'The Derelicts,' 'Children,'—in other words, familiar types in all walks of life—are his subjects. Their universal appeal is proved by the demand for his work wherever it has been shown.''

ADDING TO THE VALUE OF PRINTED MATTER BY DIE CUTTING.

BY HARRY BURGESS.



T is doubtful whether the large majority of printers fully realize the added value that is given a piece of printed matter especially advertising matter, by the process of die cutting. Die cutting, while not a simple process, has been developed to the extent that it is no longer the intricate process it was formerly known to be. In fact, any

competent printer who will exercise a little patience and give a little time to practice can become proficient in the art. And it is an art that pays well, for once a customer is shown the a reproduction of a small pamphlet of sixteen pages and cover, AM A LOUISIANA HOO

easy pieces, and work into the more intricate forms. Fig. 1 is



the die requiring merely a single piece of cutting rule, bent to fit the curved shape at top and bottom, and straight at the right-hand side. Yet it can not be denied that the comparatively small amount of extra labor to give the representation of the actual package of oats makes the piece far more attractive,

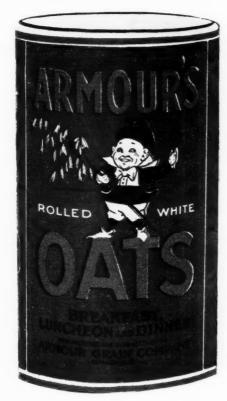


Fig. 1.

increased effectiveness that is given to his publicity matter, and how much more likely it is to attract attention, he generally is willing to pay the extra price. Die cutting, it may well be said, is coming to the front more and more, and there is no doubt but that it will receive a great deal more consideration in the future.

When die cutting is mentioned, as a general rule the first thing thought of is the old style method requiring the solid steel dies, which had to be made by the expert diemakers and were rather expensive. That is not the process to which we have reference in this article. We are here dealing with dies which can be run on any platen press, the Universal type of presses being better for the heavier pieces. The larger pieces can be cut on a cylinder press.

Let us consider first the added value which is given publicity matter. Take, for instance, the most simple form, that used for the specimen shown as Fig. 1. Parenthetically, it might be stated here that it is always better to start with the simple,



Fig. 3.

more effective, more likely to attract and hold attention, than if it were sent out as a piece of flat printing, cut square in the ordinary manner.

In Fig. 2 we have a design that is also simple, yet a little more difficult to handle than Fig. 1. This piece is folded and cut double so that it can be stood up. Who could resist picking up the "Louisiana hog" in the form shown? It immediately invites attention, and the natural impulse is to pocket it and take it home for the kiddies to play with. Thus additional attention is called to it, for it is sure to be shown to visitors in the home, and the advertising is thereby spread.

Many will recall the cut out bell that was used in the third Liberty Loan campaign, shown as Fig. 3. This is another



Fig. 4.

specimen of die cutting with ordinary steel cutting rules. When it is stated that the order called for the production of seven



Fig. 5.

million of these bells, it will be seen that the printer who did the work had a good sized job. Duplicate plates were made to the capacity of the full sized sheet, and the die likewise was made to fit the full printed sheet, the cutting being done on a cylinder press. By careful planning, alternating the position of the plates when locking up the form, much of the stock was used that otherwise would have been wasted. Another example is shown in Figs. 4, 5 and 6. This specimen is a little more intricate, yet not difficult after one has worked out a few forms. Representing, as it does, the actual bag of chicken feed, it is a novelty that is bound to be examined, and the curiosity is aroused, so that the folder is opened and the eye sees the message on the inside. As it is opened, the cut out form of the chicken (Fig. 5) invites further attention.



Upon turning down the fold, the full spread (Fig. 6) is seen, and the attention is immediately directed to the reading matter shown thereon.

The card for Purina feed (Fig. 7) is still another example of gaining the utmost effectiveness in a piece of publicity matter and compelling further examination. In this specimen the view of the horse looking out of the cut out window at the bag of feed makes it practically impossible to resist opening the folder, when the man's hand (see Fig. 8) is seen. Opening and closing the folder causes the hand to be raised and lowered as though feeding the horse, a feature that sustains the interest and leads to further examination of the piece of printing.

The possibilities for using cut out forms are practically unlimited, dependent solely upon ingenuity and creative genius, and the printer who is developing his business and seeking new fields should not overlook them. By calling the attention of the customer to the added value given by the comparatively small amount of extra work, the printer is rendering a real service and also creating extra business. A good opportunity is open to the printer for creative selling, for much of this kind of work is really creative work.

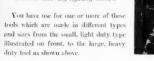
Take the folder for "Electro" drills (Fig. 9). The cut out portion not only arouses curiosity, and leads the eye into the reading matter, but it also gives a much better idea of the device advertised. Yet this is another comparatively simple



FIG. 7.



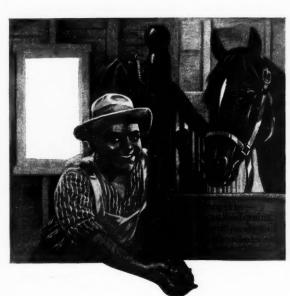
Connect with any lighting socket.





Prices, specifications and details on your request.

Fig. 9.



F1G. 8.



Fig. 10.

form, and by the use of scoring rules with the cutting rules, the same as in the specimen shown in Figs. 4, 5 and 6, the cut out part is made to fold in, so that when first seen the folder has the appearance shown in Fig. 10. It is an interesting specimen.



Fig. 11

The cut out form of the tiger shown as Fig. 11 is far more likely to attract and hold the desired attention than if the picture were printed on a squared up sheet of card. As a piece of advertising matter its value, in the form shown, is enhanced



FIG. 13.

ten fold and more. Likewise the basket of eatables (Fig. 12) is far more appetizing and more likely to create the desire to taste the good things displayed through the use of the cut out.

There are numerous ways in which unusually attractive pieces can be created, as shown in the display cards reproduced as Figs. 13 and 14. In both of these specimens the waste card

cut from the sides of the figures is utilized to form easels so that the cards can stand on show cases or in display windows. These two forms call for a little more work in making the cutting dies, but they are by no means beyond the ability of the printer who uses his brains. It is certain that any one seeing either of these cards has a much better impression of Imperial undergarments than he would have had if he had merely seen an ordinary half-tone reproduction on a flat sheet of paper or card — a favorable impression is created.



We have emphasized principally the use of cut outs as applied to advertising matter. The field is by no means confined to this class of work. Greeting cards, holiday cards, place cards, novelties, and various other lines of work, can, by adding the finishing touch given by die cutting, be arranged and prepared in strikingly attractive form.

In planning cut outs, the first step, of course, is the design. This can be arranged for by getting in touch with any good

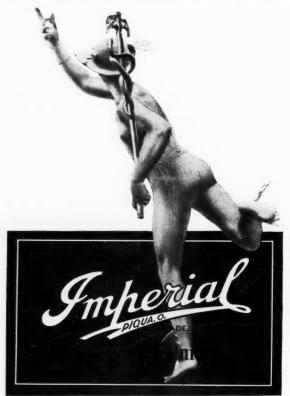
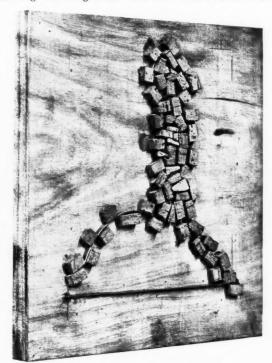


Fig. 14.

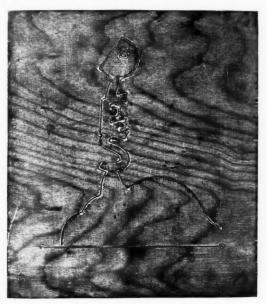
commercial artist. One point must be kept in mind when the drawings are being made: The color should be allowed to



View of Cutting Die, Showing Cutting Side.

extend slightly beyond the outline of the design, so that any slight imperfections in the cutting will not be noticeable.

When the die is ready for the press it is locked in the chase in the same manner as any type form. To say that the make



Reverse Side of Cutting Die.

ready must be carefully done may seem curious to many who read this; nevertheless it is extremely important, as the entire

die must be made to cut through the sheet cleanly, with the possible exception of small spots in a few places, in order to hold the pieces together and prevent them from falling apart while being removed from the press. Instead of using the regular tympan on the press for the cutting, a sheet of brass or zinc is attached to the platen. This gives a clean cut edge. The printed sheets are fed into the press and removed in the same manner as for printing. The work of separating the cut sheets is a simple matter and can easily be done by girls who are accustomed to handling paper.

To a very large extent the printing business today is getting away from the old custom of merely soliciting work which the customer actually has ready to give out to the printer. Progressive printers are working up ideas and laying out plans and



Reproduction of Specimen Cut from the Die Shown.

presenting them to their customers or "clients," thus actually creating business. Work of this character is not placed on the competitive basis, and the printer makes the proper charge for the idea. So with cut outs, the surface of the field has hardly been scratched, and the possibilities for new business are great. It rests with the printer to dig them up.

Printers who do not have the facilities for making their own dies can have them made by a house that is specializing on work of this character. Or, the printer can work out his own ideas, have the designs made, and do the printing, then send the printed sheets out to be die cut.

A few firms have built up good businesses by preparing cut out designs that can be furnished to printers as stock forms so that any matter desired may be printed thereon. The printer therefore has the opportunity of securing the ready cut sheets, which he can show to his customers and thus create additional business.

The printer who is constantly on the lookout for new ideas is the one that is keeping his presses busy turning out work, and making a good showing on the profit side of his ledger.

NATIONAL EDITORIAL ASSOCIATION CONVENTION.

Historic Boston will entertain the thirty-fifth annual convention of the National Editorial Association, opening on the morning of Monday, May 31, and continuing the entire week. The program of local entertainment will be in keeping with the three-hundredth anniversary of the landing of the pilgrims at Plymouth Rock, and will include sight-seeing trips to all points of interest tributary to Boston, and in the historic city itself. There will be a visit to the north shore of Massachusetts Bay, stopping at many of the quaint old towns en route, as well as at the more modern summer estates to be found at Beverly, Manchester and Magnolia. The local committee is planning auto rides over the city, a banquet on Monday night, and another on Wednesday evening. The Massachusetts Press Association will coöperate with the commercial organizations in making the convention one of the best and most enjoyable in the history of the National Editorial Association.

The convention is to be followed by an extended trip to castern Canada, including visits to the notable spots of interest in the maritime provinces, the party leaving Boston by chartered steamship on Saturday evening, June 5, for Yarmouth, Nova Scotia.

The list of speakers for the Boston convention includes many notables, who will discuss problems of vital interest to the craft, especially dealing with print paper, government advertising, cost finding, etc., the detailed program being as follows:

Monday, May 31, 1920, opening session 11:00 A. M., Faneuil Hall. Patriotic songs, community music leader. Invocation, Rev. A. Z. Conrad, Park Street Church, Boston. Address of welcome, Mayor Peters. Address of welcome in behalf of state press association. Response, Past President Col. Lee J. Rountree, Bryan, Texas. President's annual address, Edward Albright, Gallatin, Tennessee. Appointment of committees. "Field Secretaries, State and National," E. J. Feuling, President, Iowa Press Association, New Hampton, Iowa.

Monday, 2:00 P. M. Convention sing, community music leader. "The Value of Price Lists in Country Offices," R. T. Porte, Salt Lake City, Utah. "Making the Paper a Community Power," Joe Mitchell Chappell, Boston. Revised Constitution and By-Laws, Past President Guy U. Hardy, Member of Congress, Canon City, Colorado. Report of field secretary, Past President H. C. Hotaling, St. Paul, Minnesota.

Evening banquet, address, speaker to be announced.

Wednesday, June 2, 9:30 A. M. Music, community song leader. "Future Paper Supply," Price Green, Industrial Commissioner, National Railway, Toronto, Canada. "Compulsory and Vocational Training—Will It Help the Print Shop?" H. H. Gross, Chicago, Illinois. "Government Advertising," Courtland Smith, President, American Press Association, New York city.

Wednesday, 2:00 P. M. Music. "American Red Cross Appreciation," Dr. Thomas E. Greene, Washington, D. C. "Who are the Real Bolshevists," John R. Rathon, *Providence Journal*, Providence, Rhode Island. "The Value of Country Correspondence in Building Circulation," H. U. Bailey, Princeton, Illinois.

Evening banquet, Address, "True Relations, Public Officials and the Press," Josephus Daniels, Secretary of the Navy, Washington, D. C.

Friday, June 4, 9:30 A. M. Music, community song leader. "How the Country Paper is Combating Disloyalty," F. E. Hadley, Past President, Minnesota Editorial Association. "A Woman's Method of Securing Advertising," Mrs. Edith O. Susong, Greenville, Tennessee. "The Possibilities of Increasing General Advertising for the Smaller Newspapers of the Country," Jason Rogers, Publisher New York Globe, New

York city. Legislative Committee report, Past President George Hosmer, Bradentown, Florida.

Saturday, June 5, 9:30 A. M. Music, community song leader. "Solving the Print Paper Question," P. T. Dodge, President, International Paper Company, New York city. "Foreign Advertising," Paul T. Harber, Past President, Georgia Press Association, Commerce, Georgia. "Woman's Clubs and the Publicity They Ought to Have and Get," Miss Grace M. Burt, Past President, New England Women's Clubs, Newton, Massachusetts. Reports of committees. Election of officers.

SPECIAL EDITIONS.

BY JOHN E. ALLEN.

For an extended period a sectarian weekly newspaper in Iowa has been getting out "special editions" from time to time. One agent on the road has seen to the getting of advertising and news and feature copy, and another person has helped in the preparing of the copy for "sale" and publication.

The road man goes to some town that contains enough inhabitants of the religious belief of the paper that he represents, and looks the situation over. He gets general and specific information, and sends it to the second party to be written up for presentation to the merchants and others whom it is desired to interest. All of the advertisements appear in "reader" form, and all are about the same length.

Looking about the town visited, the solicitor sees that Tom Smith is in the furniture business and makes a specialty of selling vacuum cleaners. This information, together with a statement regarding the street and number of Smith's location, is forwarded to the desk man at home.

Later the man on the road takes the prepared reader and calls upon the firm written up. He asks the one in charge to look the copy over and state if it is correct. Then the proposition of the special edition is explained. The prospective advertiser is told that a write up of the town, containing illustrations of public institutions and chief industries, and featuring all of the leading enterprises of the community, is being planned, and that, for the privilege of having his reader appear with the readers of other prominent business men, it is only necessary for him to contract to purchase so many papers—fifty or one hundred or more—at 5 cents each, to be distributed by him to his friends and acquaintances.

As the write ups are rather clever in most cases, and as no money is required in advance, nearly all of those called upon are signed up to pay for a half hundred or more papers upon their delivery.

The write ups of the town and public utilities and main attractions are secured from the city hall or commercial club, and those of a religious nature are obtained from the local representatives of the faith of the publication.

Under the arrangement existing between the solicitor and the publisher of the paper, the publisher receives \$1 for each reader run—about two hundred words in length—and the write up of the town and the accompanying feature stuff are included free of charge. Whatever balance remains oversthe \$1 minimum price goes to the solicitor, who, in turn, has another arrangement with the one that prepares the copy for sale. Sometimes as many as five hundred reader advertisements are run in one of these special editions. Usually the publisher makes enough on each such deal to pay him to continue the practice, and more often than not the solicitor and advertisement writer do better in this way than it would be possible for them to do in most other lines of endeavor.

Aside from the direct revenue obtained from these special editions, the increased number of papers run off and circulated each time causes the publication to become better known throughout its territory and to be regarded in a better light by many because of the attractiveness of the editions themselves.

TYPOGRAPHY

EXECUTED BY THE STUDENTS of the ELM VOCATIONAL SCHOOL BUFFALO, NEW YORK



THE specimens shown in this exhibit are reproduced from a portfolio of samples of work produced as a part of the Course in Printing at the Elm Vocational School, Buffalo, New York

Published by The Inland Printer

MUSIC RECITAL

AT THE BELDING CONGREGATIONAL CHURCH, THURSDAY, MARCH FOURTH

Program

	Ω
1	Love and Summer John West
2	Doris Penny Tells Her Love Experience MRS. WILLIS
3	The Clang of the Forge Paul Rodney
4	Memory Leslie Mrs. Johnson, Mrs. Shirley AND Mr. Knowles
5	The Fairy's Lullaby Alicia Needham MRS. JOHNSON
6	The Three Lost Years MRS. WILLIS
7	The Beetle and the Flower Veit
8	The Garden of Sleep
9	'Neath The Stars Goring Thomas Mrs. Shirley and Mr. Porter
10	Reading Mrs. WILLIS
11	Spring

Vocational School Philosophy

I AM ONLY A PIECE OF WORK. After I leave your hands you may never see me again. People looking at me, however, will see you and, so far as they are concerned, I'll be you. Put into me your best so that I may speak to all who see me and tell them of the master workman who wrought me. Say to them through me, "I know what good work is." If I am well done, I will get into good company and keep up the standard. If I am shabby and poorly made, I will get into bad company. Then show through me your joy in what you do, so that I may go the way of all good work, announcing wherever I go that I stand for a workman that needeth not be ashamed.

William Chandler Smith

THE DAISY FLOWER SHOP

MRS. JAMES HIGGINS, Proprietor



457 ST. LOUIS AVENUE PHILADELPHIA, PA.

Letter-Head by Carl Kumpf, Age Fourteen.

Henry Mandeville, President

Andrew Kane, Secretary

Patrick Manon, Treasurer

Radmon Printing Company

Fine Catalogue Builders

Designers : Engravers : Illustrators : Electrotypers

PUBLISHERS OF THE "IDEAL" MONTHLY JOURNAL

Madison and Krending Streets New York City

Letter-Head by Joseph Rosen, Age Fifteen.

NORMAN TURLEY, President

PHONES WEST 1081

H. MONTGOMERY, Secretary

The Boston Piano Company

700 West Seventh Street—corner Hope
Los Angeles, Cal.

Letter-Head by Kirk Johnston, Age Eighteen.

WILLIAM H. ALSCHULER, President

W. J. HARRISON, Vice-President

SAMUEL L. MORRISON, Cashier

AMERICAN BANK & TRUST COMPANY

CAPITAL AND SURPLUS, \$1,000,000.00

Statement of Account

KANSAS CITY, KAN.__

M.

Bill-Head by Henry O'Hara, Age Fourteen.



BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression.

By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

XIV-DECORATIVE BORDERS.*



RIMARILY — and in a general sense — the term "border" is understood to mean a line marking an outside edge or limit. As such, it has numerous applications, and to detail them would be an affront to the general intelligence of compositors and others who are capable of designing type display. By the printer, the term, if unqualified, is generally understood to designate those ornamental characters cast on

type bodies from which borders are formed, as well as the completed border. Thus we find the name derived from the most important purpose served — that is, in defining the limits of our displays, in holding them within bounds, and in giving to the assembled parts of a design that desirable effect of unity.

The primary purpose of a border is served quite as well by plain rules as by decorative borders - and plain line borders are, furthermore, much safer and more satisfactory in the general run of work. However, decorative borders bring to the designer a long train of other advantages which plain rules can not supply. Most pronounced among these is the decorative - sometimes pictorial - quality which they may impart. This advantage is materially strengthened when the character of the border is in keeping with the subject treated, when it suggests the same qualities, as, for instance, daintiness, luxuriousness, strength, etc. By no means the least important of the advantages which an ornamental border may have over plain rule is the effect it may exert in drawing attention to a composition through the beauty of effect produced, or otherwise as the case may be, although there is a danger in this always to be guarded against - the frame should not be so attractive that it draws attention from

the picture. Borders may be made to add value and interest to a page without usurping the place of first importance.

Historically the border preceded the invention of printing, it being utilized to a great extent by the illuminators of manuscript books. It is an evolution from the initial letter, which preceded it. The early illuminators referred to were wont to draw a pendant from their initials, which at first modestly encroached upon the margin at the left side, then at left side and top, then at left side, top and bottom, as in Fig. 1 — a modern adaptation of the style in vogue at that time. In time this pendant circumscribed the page, and assumed the property of a border separate from the initial. We can, with this brief explanation, pass the historical phase of borders, for we are not so much concerned with when and how they came about as with how to use them effectively.

In discussing and illustrating the use of borders in giving

the ties of borders in giving the effect of unity and marking the limits of display, nothing whatever need be said in addition to what has been stated in the article on Rules. In those respects the same facts hold true with ornamental borders as with plain rule borders.

The first function of display, as has been stated, is to attract attention. While this fact is quite generally admitted, few realize the possibilities of borders in attracting attention, and fewer still utilize them with this express object in view. How successful a border may be in attracting attention to the advertisement of which it is a part is shown by Fig. 2. Occupying a full page in a late issue of Collier's, where the page limits served adequately to mark the limits of the advertisement and to separate it from other display - and in a measure at least to give it unity - a border was not required. That this advertisement is forceful in attracting attention is due solely to the border, quite the dominant feature about it. Attention once secured, the eye quite naturally is drawn to the

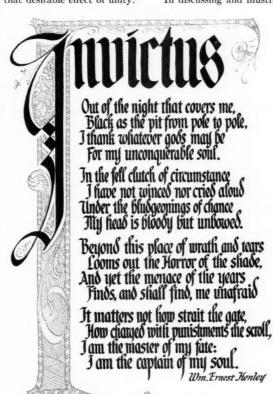
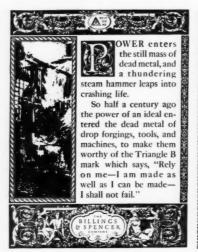


FIG. I.

*Copyright, 1920, by J. L. Frazier.



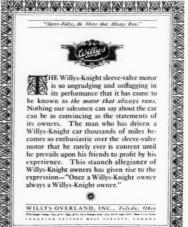


FIG. 2.

F16. 3.

matter enclosed therein, which is set off by a larger measure of white than appears in the border itself—and, by the way, it is because of this white space that the border does not altogether "smother" the type. Assuredly, this border is much more elaborate, and contains within itself considerably more of interest than the ordinary type border, but it shows so effectively what borders may accomplish in attracting attention that it merits close study even by those who have only type borders at their disposal. That an ordinary type border may have a measure at least of the power to attract attention is shown by Fig. 3, a much narrower border made up of repeating units similar to many which are available to compositors and advertising men generally.

Ornamental borders not only may attract, but they may also suggest — another quality which the deservedly honored plain rule border possesses in but slight measure. An atmosphere in keeping with the subject treated in the display may be reflected in the border if good judgment is exercised in its selection, thereby making the reception more pleasant. Thus, in Fig. 4, the title page of a booklet advertising a high-grade automobile, we find a border that is quite the making of the page. It suggests quality and value quite plainly, and it is only natural that we should base our opinion of the product by the character of the booklet, of which this title page and its border are emblematic. This, of course, is an especially drawn

border and therefore not available to typographers generally, but it illustrates possibilities in this direction so admirably that it should, by example, stimulate effort and a degree of approximation at least with type borders. Daintiness and refinement are admirably suggested by the border which surrounds the advertisement for Cheney Brothers (Fig. 5). The use of light toned, thin line floriated borders is always appreciated by women, as such borders suggest the qualities that appeal most to them. Borders quite as suggestive of opposite characteristics, as, for example, robust strength, a quality inherent and desirable in many subjects for display, are available to compositors and designers.

Certain characteristics mark the design of the different nationalities and races—and these are quite generally known. When type display treats of one or another of these nationalities it is quite in order to dress it to fit the occasion. Such treatment is invariably appreciated.

it to fit the occasion. Such treatment is invariably appreciated. Considered in this light, what an admirable example Fig. 6 is. How admirably, too, the border has been constructed to match the type and illustration, which are quite similar to the Chinese

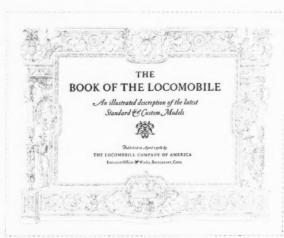


Fig. 4



letters. Plain rules and two different styles of type borders were all the ingenious designer of this page required to complete his picture. An evidence of the Navajo is found in the border of Fig. 7, the units of which are the characteristic figures woven in the rugs produced by these people. Assuredly and unmistakably this display suggests the Indian. The fleur

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de lis is the emblem of France, and France is the home of style in dress. Naturally, then, the name is a good one for stylish waists, and with the device formed into a border (Fig. 8) it suggests, because of the generally known facts concerning it, the qualities upon which dependence for sales is placed. It is in giving attention to points such as these that typography is often lifted above the commonplace.

In matching borders to type, most pleasing results are attained when both are of the same tone and when the characteristics of design and shape are identical, or at least similar. These points were generally covered in the articles on tone and shape harmony, but to refresh our minds - as well as to make direct applications to borders - several examples showing harmonious association of type and border are here given. Considered from the standpoint of shape and tone harmony, Figs. 9 and 10 are indeed exceptional. Almost - if not quite - as well matched in harmony are borders and type in Figs. 11 and 12, all of which are common styles available in almost any print shop worthy of the name. Visualize the border in Fig. 9 around the type of Fig. 10, or vice versa, and the border of Fig. 11 around the type of Fig. 12, or vice versa - and you will recognize the importance of harmony in shape and tone between type and border.

In Fig. 13 are shown several ornamental borders which by the nature of their design are especially well adapted for use with roman type faces. A few of them are to a great extent suggestive of the lines found in the round type of architecture. In Fig. 14, examples of borders are shown which, because based upon the principles of design

underlying Gothic architecture, and the gothic types, are admirably suited for use with type faces of that character.

The gothic letter has associated with it the strong units and borders of the German designers, and in the work of William Morris the type became richer when broad border treatment



The Indian Borders
Are capable of more striking and unsure effects in less time than any pope bottlers ever made. The 3 on 6, 6, 12 and 18 post sizes are made in two weights. No. 1 and 2. Characters for posting in colors are made! 2, 16, 24, 36 and can be a seen of the size of the

F16. 6

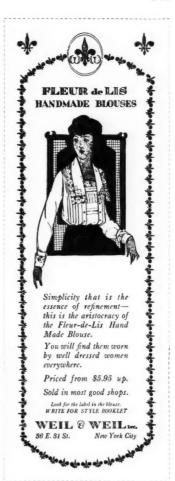


Fig. 8

interest, and a comparatively gray tone, while German and English books with heavy lettering often have wide borders with strong contrasts of black and white.

One of the most important considerations in the use of borders is their forcefulness in attraction as compared with the type they surround. In the use of decorative borders great care must be exercised lest they detract from the type. Borders in which the units are large enough and strong enough to individually attract the eye are the most troublesome and





Fig. 9.

Fig. 10.

was introduced. The Italian letter, whether upright or slopingwas in its inception delicate, and in the books in which it was used the ornamental borders were graceful and had fine lines. French and Italian pages, and those in imitation of them, have therefore the characteristics of refinement, concentration and

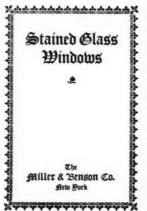


FIG. 11.



FIG. 12.

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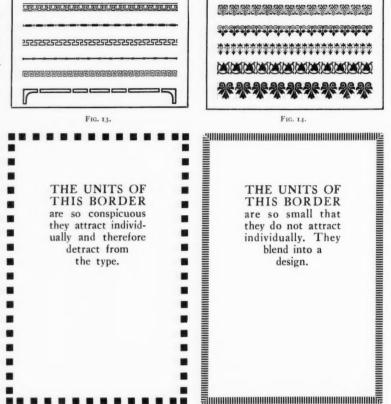
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dangerous. Fig. 15 shows an illustration of the use of a border of this character. When we look at this design the eye sees the border as individual spots, each spot exercising a certain amount of attraction, and the unconscious attempt to look at all of them at the same time results in a confusion from which one seeks relief in the plainer borders. No matter how decorative the border may be, however, it is not objectionable if the various spots of which it is composed are small enough to blend into a design and lose their individuality. This is quite plainly demonstrated by Fig. 16. The border here used shows much more detail than that in Fig. 15, but it does not distract the eye from the type matter as much as the latter, because it is seen as a running band of color rather than as a succession of strong spots. Such borders as Fig. 15 should be avoided.

Conditions have a lot to do with the successful use of decorative borders in type display. If the border is especially strong and ornate, as in Fig. 4, it should be printed in a subdued color, as that worthy example was in its original form, or there should be a goodly amount of white space inside it and around the type.

Fig. 15.

Fig. 17 represents an attempt for a picturesque effect by the use of an exceptionally prominent border - perhaps with a view to attracting attention. Does this border, as used, have sufficient value in attracting attention to compensate for the loss of effectiveness otherwise? Plainly, it does not. The prominence of the display type is materially reduced by the prominence of the border, Fig. 16.

or article that is advertised. In Fig. 18 the same type matter is shown surrounded by a plain rule border. One can see at a glance that the display is not so prominent and emphatic in Fig. 17 as it is in Fig. 18, for in the former the type is compelled to compete with the ornate border, which is exceptionally strong in attracting attention - perhaps to the advertisement, but assuredly from the type inside the border. It will be noted that in Fig. 17 an effect of a haze is given, a blurred appearance being suggested, whereas in Fig. 18 the image is clear cut and sharp. It is impressed on

which also crowds the type closely. The

act of reading is made irritating, and it

is therefore difficult for the reader to

concentrate. Under such conditions it

is too much to hope that the words will

be forcefully impressed on the mind of the reader and that he will be effec-

tually influenced in favor of the service

the reader's mind with the same sharpness as the eye sees a properly focused image on the ground glass of a camerathat is, not the least suggestion of a blur is evident.

This, then, is the great danger that

must be guarded against in the use of ornamental borders. To use them with that rare degree of good judgment which obtains all their advantages for the display without any of their handicaps is a problem that, so far as the compositor is concerned, is not often solved. More

license may be taken with forms of type

display which are assured of a reading than with those which must win a hearing. In the last named class we place newspaper advertisements especially, and, to a somewhat smaller extent, all other advertising. Therefore, ornamental borders should be used in that class of work with rare discretion. To know when all of their advantages have been secured, with none of their drawbacks, calls for careful consideration and study.

Plain rules make the best borders for general use in spite of their handicaps in attraction, suggestion and beauty. They serve all the practical purposes for which borders are intended classification, unification, marking limits, etc. — with much less danger of their taking away from the prominence and readability of the type of the advertisement, which should be the dominant consideration at all times.



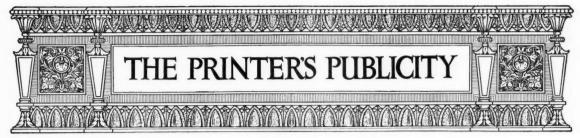
Fig. 17

Shirt Waists

Our summer stock of ladies' and misses' shirt waists has arrived. You will be delighted with the variety of choice offered you. The prettiest of patterns in all

\$1.25,\$1.50 and up to \$4.50

Moeller @ Davis Dry Goods Co.



BY FRANK L. MARTIN.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

"Dyergrams."

The house-organ idea among printers is growing constantly. R. C. Dyer & Co., Dallas, Texas, is one of the recent firms to put a publication in the business getting field. It is called *Dyergrams*, and the Easter issue, the front cover design of which we reproduce here (Fig. 1), merits approval. The magazine is a well printed product, and good stock is used. There is just enough color on each of its pages to add to its attractiveness. The contents throughout show that a serious effort has been made to have the publication of value to the users of printing and direct advertising. One subject treated is particularly

worth while as advertising propaganda, and is one that the printing trade should stress in its publicity. That is the value of advertising to the salesmen.

Those who have had experience in advertising know that it paves the way for salesmen. *Dyergrams* points out that the best advertising method to be employed for this purpose is the direct by mail form. One form, it says, is the house-organ, and it advocates strongly the use of house-organs by business concerns.

Several short paragraphs, most of them dealing with the subject of direct advertising, are scattered through the house-organ. We reproduce a few:

Any successful business man can look back and see where he has spent money unwisely for advertising. And many a failure can look back to the time when he saved money unwisely by not advertising!

The optimist succeeds because of his optimism; the pessimist sometimes wins in spite of pessimism, and thus loses his own bet!

Wasted money is the cause of grave debates and stern measures; while wasted time slips unnoticed into the "loss" column, day after day.

Many a business man has gone up in the air who never rode in an aeroplane.

What this country needs is a League of

Direct advertising talks to a hundred or a thousand prospective buyers just as the salesman talks to one—and in the same period of time!

Don't risk random shots in firing your advertising broadsides; perfect the mailing list and aim for the whites of their eyes.

Your trade isn't as familiar with the good points of your product as you are; tell about these good points — over and over again. Advertising will do it.

No sale is really worth while unless the customer is glad he bought.

There are some well written articles on printing and advertising in *Dyergrams*. Its usefulness, should its present quality be maintained, will no doubt very soon be apparent to the firm.

"The House of Jones."

Samuel Jones & Co., Newark, New Jersey, manufacturers of gummed papers, have begun the publication of a quarterly magazine called *The House of Jones*. The first issue makes the announcement that the periodical is in the interest of the employees and customers. The initial number, however, would lead one to believe that customers were lost sight of, for

practically all of the matter therein is designed to interest and benefit employees only. This is in no way a discredit to the magazine, however, for a house-organ of this kind has a most valuable field for service in aiding and cementing together a staff such as the firm has. The magazine is well printed as a whole, and the contents are sufficiently personal and of such a nature as to derive good response from those connected with the company.

Ward, Ellwood & Co.

While admitting that Christmas greeting publicity is scarcely timely as a subject for the May issue of THE INLAND PRINTER, we feel that we should not forego mention of a most attractive and exceptionally well printed booklet that was sent out during the holidays by Ward, Ellwood & Co., Vancouver, B. C., and which has just come to our attention. One merit lies in the fact that it is something different; that it gets away from the stereotyped greeting card publicity so noticeable during the Christmas season. This booklet is 3½ by 6 inches and bears the title "Pathways in Life's Garden." The only advertising that it carries is on the first page, where is mentioned the company's name and the fact that the greeting is sent with the company's compliments. The other pages are devoted to brief original sentiments bearing on the title. There is an effective use of color on the cover and within the booklet.

As a piece of publicity for the time when it was issued it seems to be of



Fig. 1

ALDUS MANUTIUS FROM THE STORY OF
THE RENAISSANCE BY WILLIAM
HENRY HUDSON



HE STORY of the early printers of Italy makes an interesting chapter in the annals of humanism. Though I cannot take the space to retell it here, something must be said about the most famous of all the great Italian printing houses — the Aldine e. Use founder was Teobaldo

establishment at Venice. Its founder was Teobaldo Manucci, who, after the fashion of the time, Latinized his name into Aldus Manutius, whence he is now generally known as Aldo Manuzio. Born in 1450, he devoted himself in early life to Latin and Greek studies, and was for a time tutor in the family of the Prince of Carpi. One of his pupils, Alberto Pio, provided him with the means of executing the great plan which he presently formed: that of printing the whole of Greek literature. A few Greek books had already appeared from Italian presses, but nothing comparable with Aldo's gigantic project had yet been dreamed of. He settled in Venice in 1490, and was soon busy with the organization of his establishment, which was something more than a printing office, for his Greek types were

FIG. 2.

high class and one that will serve in an educational way on the subject of good printing. No doubt considerable interest was manifested by the recipients of this novel greeting.

According to a member of the firm, the policy of Ward, Ellwood & Co. regarding printers' advertising and publicity is that it should aim high. It should be something elevating and educative, if possible. He states that the firm believes that this is the kind of advertising that pays best. The company rarely, if ever, mentions price and never with a view of cheapening any of its products.

"The Printing Press."

The average person who reads a booklet issued by Edwin and Robert Grabhorn, San Francisco, will be put into a reflective mood. "What a wonderful thing printing is; what a vast part it has played in the world's history and civilization; what an art it is to produce good printing," and similar thoughts, naturally will come into the reader's mind.

"The Printing Press" is the title of this unusual booklet — unusual and refreshing as it bobs up in the stream of printers' publicity matter. It is solely educational and historical as to contents, telling the story of the greatest of all Italian printing houses — the Aldine establishment at Venice — and its founder, Aldus Manutius, taken from the "Story of the Renaissance," by William Henry Hudson. There is interest in every line of this tale of the Italian printer, who, back in 1490, established a great plant with the view of putting into print the whole of Greek literature. The story relates the trials and tribulations that confronted this most efficient and ambitious printer, and tells of the great measure of success that was his before his death in 1515. In the story, among other good things, one finds this very significant paragraph:

"The typography of these Aldine classics has never ceased to excite the admiration of all amateurs of printing. No previous printer had ever used such beautiful type. In particular, Aldo was the inventor of the types called corsivi, or cursive, which afterward came to be known as Aldine, and which we term italics. These are said to have been cut by his engraver on the model of Petrarch's handwriting, and they were first used on the Vergil of 1501. The work has a further claim to distinction as the first octavo volume ever issued. We can imagine its effect on readers at a time when clumsy quartos and folios alone were known."

All of this brief historical sketch on printing in the booklet is printed in italics, with this note of the printing firm at the end:

"The buyers of printing today are, as a rule, adverse to the use of italic for continuous reading, claiming it difficult to read. The italic type used here is from a design by Mr. Goudy. It has many excellent features to commend it, such as a proper relief of white within the letter itself, no excessive thick and thin strokes, and a slant more akin to roman than script.

For brochures, poetry and any class of literature that

. . . For brochures, poetry and any class of literature that strives for an effect of elegance its use is urged."

There are several things about this publicity booklet that tend to make it unusual and effective. One is the stress that it puts upon the history of the printing trade and its great importance in connection with the world's development. Another is the interest that it arouses, not only in good printing as a whole but in the details, such as the selection of proper types. A sample page of the booklet is shown in Fig. 2.

Letter-Heads.

How well printing lends itself to advertising by means of sample products is effectively shown in a portfolio issued by the Innovation Art Service of August Becker, Printer, Brooklyn, New York. The firm prepared for a paper manufacturing concern a group of several letter-heads with decorative artwork as an advertising feature for the paper company. The Brooklyn

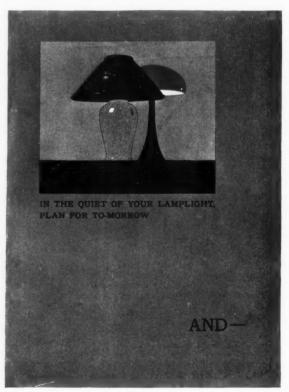


FIG. 3.

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firm is now distributing the same series with a view of advertising its own service toward "waking up letter-heads" with the decorative artwork produced in its shop. The samples themselves make a strong plea for more life and color in the stationery used by business concerns. There is originality and a character to the individual specimens produced that should lead the average reader to ponder on the probable advertising value of properly executed letter-heads. There is a strong chance that these specimens would persuade him that his own stationery could likewise stand brightening up and thus be made not only more attractive but such that it would have a greater advertising pull.

There isn't much doubt but that the person into whose hands the portfolio falls will get to the specimens within, for the cover (see Fig. 3) bears a most attractive piece of colorwork tipped on, and it is so striking that he will undoubtedly look for more of the same sort inside the covers. The August Becker concern makes but little comment, leaving the specimens to tell the story, but takes occasion to make these points:

"Have you ever realized the real, actual advertising value that lies hidden in office stationery?

"Each letter, invoice, statement, envelope — every form that goes from your office, should and could, by its appearance and quality, act as a most efficient, though silent, salesman.

"The stationery you are now using probably answers well the purposes for which it was intended, but does it carry all, or any, of the advertising value that should be there, and could be put there at practically no additional expense?"

"Proof."

Publicity is a term that is stretched to cover a multitude of things. No small number of printers and advertising firms that are issuing publicity material give publicity to a lot of things which have a most remote bearing on printing and advertising. They exploit jokes and stories of one sort or another that hardly merit the effort; they put into print now and then a piece of indifferent verse; they even tell the business

Proof
NUMBER ONE

AUGUSTINE
ADVERTISING SERVICE
Mushegon

Fig. 5.

firms from whom they want to get printing business something about freight rates, or bore the reader with a pointless account of a trip once taken to a summer resort. When the reader has sifted out the wheat from the chaff he finds little wheat — that is, he hasn't found much of value about printing or advertising, the very thing for which he presumably took the time to read the magazine, booklet or circular.

Not so with *Proof*, the new house-organ now coming from the Augustine Advertising Service, of Muskegon. This little magazine starts on its way with the very definite purpose of telling the reader just what the Augustine Advertising Service is, and what sort of work it can do for a client. The first number might well have been written by an able, accurate news reporter. There is a brief article telling just what the A-A Service is. Another tells the kind of work it specializes in. A third sets forth what the firm believes is necessary to sell a commodity. There follows a brief sketch, with a photograph, of the director of the firm and the experience he has had in advertising. Still another outlines, so that any one can understand it, the various elements that go to make up A-A Service. A page or so is devoted to accounts of what advertising prepared by the firm has done for clients.

When you have finished reading the booklet you have a rather intimate acquaintance with the Augustine Advertising Service, its aims and methods. In advertising itself the Augustine firm has followed sound advertising principles.

We show here (Fig. 5) the first page of this new houseorgan, for which we predict a successful future.

The full alphabet appears as follows:

A paragraph in composition is given below:

The Cost Plus System.

In the advertising matter being sent out by printers an increased emphasis is being placed on the cost plus system. Among others the Miller & Hancock Company, Cincinnati, Ohio, exploits it in a circular letter it mailed out recently. After telling of an increased force of workmen, added equipment, and of its ability to handle even more busi-

ness, the company states:

"The greatest satisfaction of all is that most of the work was placed with us on a 'cost plus' basis, insuring a fair price to both customer and printer.

"We have yet to be shown where we intentionally overcharged a customer on work given us without a previous quotation. Our cost system and reputation are your protection. Our customers are our friends and we would not take advantage of a friend on a bet."

Then, in its discussion of the matter of prices and their relation to good printing, *Printink*, issued by the Meyer-Rotier Printing Company, Milwaukee, Wiscon-

sin, says in part:

"Our work is done on an accurate system of cost accounting. Some customers hand us their instructions and say 'Produce it.' Others like to use our cost plus

system."

We could cite many other instances in printers' publicity material where such casual references as are made show how the cost plus system has taken hold. It is a healthy sign for the printing business. There has been a rapid development of the cost finding systems among printers in late years, with the rightful combination of this new basis for charges. Under the modern method, buyers of printing are paying for value received, something they did not have to do in the past, much to the detriment of the printers as a whole.

In *Printink*, the house-organ from which we quote reference to the cost plus system, the Meyer-Rotier Printing Company has an interesting and attractive magazine. We reproduce the front cover on this page (Fig. 6).

The Arbor Press, Inc.

In the final analysis, all advertising or publicity is business news. In every printing plant there is a vast amount of this information or news that can be disseminated in the form of most effective advertising. We offer here as an example of this sort of publicity a booklet issued by The Arbor Press, New York city. In a plain, matter of fact style it tells of an unusual job that came into that plant and of the successful way in which it was handled.

There was a missionary on the Island of Hainan, China, who invented a new Chinese alphabet that would reduce the spoken language of the island to printed form by so simple a method as to enable all of the inhabitants to learn to read. In many parts of China the written language differs from the spoken language, and the result is that only a few members of a community ever learn to read. The rest of the missionary's task is described thus in the booklet:

"The missionary was fortunate in finding in this country a Chinese scholar with rare ability in Chinese writing. It was he who made the first sketches. These were turned over to our typographical artist, who made large scale drawings of the letters, after having studied classic examples of Chinese printing and manuscript engrossing to the end that he might preserve to the greatest degree possible the spirit of the original calligraphy. The drawings were then criticized by Chinese scholars, and, after revision and approval, the letters were cut in steel in reduced size in the engraving department of our own

typefoundry. The resulting matrices next went to our casting room for the production of the finished type.

"The succeeding process consisted in setting up the type in our composing room. The pages were then printed in the pressroom, and the booklets were finally bound up in our own bindery."

The booklet reproduces on one page the full alphabet and a paragraph in composition, with a translation (see Fig. 4).

"That is all very interesting," one may comment unsuspectingly, "but where is the advertising in it for the Arbor Press, Inc.?" The answer seems plain enough. No better argument could be presented to the prospective buyer of printing than that he could not find a better place to take his own printing problems than to a plant that had so successfully carried out this unusual job. This one bit of evidence of what the firm has done seems to be worth more than a big book filled with boastful assertions of what the plant can do, not backed by proof of any sort.



Fig. 6.

WHAT A COMMA WILL DO.

A large printing establishment was organizing its employees for fire prevention. Duties were assigned to each employee so that in case of fire each member of the organization would have his own particular task to perform.

The instructions were written out on small cards, and the cards were distributed to the employees.

One of the apprentice boys in the typesetting department got a card that read as follows: "Carry the benzine cans to the fire escape and then report to the foreman."

The lad read it over carefully, reached for his lead pencil, marked in a comma after the word "fire," and then took the card back to his foreman and asked for an easier job.— By R. K. Bergstresser.

MENTAL DYNAMITE.

Some one has said that the average printer needs some sort of mental dynamite to blow his mind out of the old ruts he has worn so deep, and set him thinking about new things. It is not because the old things he has been thinking of were all wrong or not worth thinking about, but because he needs a mental change that will give him a broader viewpoint and improve his mind. Thinking continuously along one or two channels keeps a man narrow and inefficient.

In the printing business there are so many lines of investigation and thought that are of real use in improving the earning capacity of the concern that there is no excuse other than indifference or laziness for one's being narrow and not in touch with progressive ideas. It is serving his own business best that will make of him a man of broader knowledge and give him a better trained mind.—St. Paul Typothetae Messenger.

FULLHORN-VERLAG OLTEN

SCHEIBE

fabrizieren als langjährige hervorragender Ausführung in anerkannt Spezialität

AMMANN & CO

Akt.-Ges. Waagen- und Windenfabrikation, Transmissioner Ermatingen a. B.



Erbitten Anfragel

The above specimens are reproduced from a recent number of "Schweizer Graphische Mittellungen," a Swiss trade journal.



daß ist Sterndeuteren ober

NATIVITAS

der ersamen und siebegetrewen Rewbermesten.

dannicher libt die schwaere konnst avh

ber sternenbillber vnnd planetarum Constellatione czu
ersehen, was ain menschenkindt inn

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HERMANN GERSON WERDERSCHER MARKT NR. 6 BERLIN

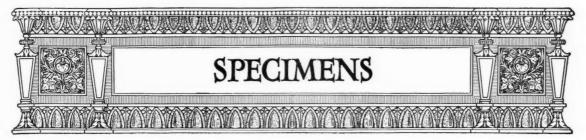
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DIE

NEUEN MODELLE

HERBST 1920



BY J. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

Crawford County Democrat, English, Indiana.— Excellent display characterizes the poster for C. J. Sams. Our only suggestion for improvement would be to use two line bold face figures for the prices of the various items listed.

News Printing House, Charlotte, North Carolina.— Your business card, set in small sizes

striking and attractive. However we like best the one with horizontal alternating blue and orange stripes, as it is the more striking and by far the more unusual of the two. The letter-head is also very satisfactory.

V. R. LARSON, Brooklyn, New York.—Your prospectus, "Four Miles of Men," issued in the

W. W. PINDAR, Atlantic City, New Jersey.— The menu for the dinner to Hon. Charles E. Case at the Marlborough-Blenheim is very neat. However, we abhor the Tudor Text used for the display, and consider that it does not compare for beauty and style with other text styles that are available, as for example Caslon Text,



ARNOLD PRINTING COMPANY

Specialists in

THE COMPLETE PRODUCTION OF ADVERTISING LITERATURE FROM THE IDEA TO THE DISTRIBUTION

224 E. FORSYTH ST. TELEPHONE 1462

Jacksonville, Fla.

Type letter-head which combines dignity and attractiveness in a high degree. By C. R. Joyner, Jacksonville, Florida.

of Packard, is neat. The small line, "The Quality Shop," in light orange is too weak, however; red orange would have been a better color selection.

Lucian O. Holman, Flint, Michigan.— The organ of your local board of commerce, *Greater Flint*, is attractive and interesting. The cover design by Neff is striking, effective, and particularly appropriate, considering the nature of the publication.

W. H. CONRAD, Medford, Wisconsin.— The miniature newspaper issued in place of birth announcements to "tell the world" of the arrival of a son and heir is decidedly interesting. Doubtless it created considerable stir among your friends because of its novelty.

PHILLIPS & WIENES, New York city.— For downright class and novelty your type specimen book is a little gem. The small size is in itself an unusual feature, which makes the admirable manner in which the various type faces are demonstrated all the more remarkable.

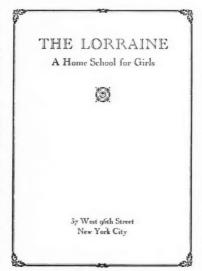
GUY RUMMELL, Chicago, Illinois.—Specimens of the work done by the students under your direction at the Harrison Technical School are quite satisfactory, the title pages of the several programs being especially interesting in treatment. Presswork, generally, could be improved.

TRUST BROTHERS PRINTING COMPANY, Pittsburgh, Pennsylvania.—We compliment you on the excellent display given the poster for the "Inventory Sale" of L. Fireman & Brother. In consideration of the fact that the copy was not in good shape we recognize that you did very well indeed with it.

well indeed with it.

T. W. Lee, St. Paul, Minnesota.—Both package labels for *The Nonpartisan Leader* are

interests of the Y. M. C. A., is a handsome piece of printing, both in design and presswork. The R. L. Stillson Company is to be congratulated on the excellent manner in which the half-tone illustrations for the booklet have been printed.



Specimen page showing appropriate use of a French type face imported by Douglas C. McMurtrie and employed by him at The Arbor Press, New York city.

Engravers Old English and Wedding Text—a light face text letter which is particularly desirable on menu work for a high-class hotel such as the Marlborough-Blenheim.

HARRY LESSER, New York city.—Your personal letter-head is rather attractive and unusual. The ornament is quite too large, however, in proportion to the size of the type group beneath. The heading for The Lesser Press is plain and dignified, and is good from the standpoint of emphasis. It is, however, set somewhat too close to the top of the sheet.

BUSH-KREBS COMPANY, Louisville, Ken-

BUSH-KREBS COMPANY, Louisville, Kentucky.— The menu and program for the annual banquet of your "Booster Club" is decidedly attractive, the cover being particularly so. The little prospectus of the club is also attractive and interesting. With such principles governing the activities of your organization as evidenced by this interesting booklet, it is not to be wondered at that you have never had a strike or lawsuit and have only occasionally received complaints from customers in the twenty-seven years you have been in business.

DOUGLAS C. MCMURTRIE, New York city, has favored THE INLAND PRINTER with an interesting pamphlet containing several specimens composed in the Le Moreau-Le Jeune type series, recently designed and engraved by the Fonderie Peignot, of Paris. As Mr. McMurtrie states in the introduction of the pamphlet, the type "finds especially apt utilization in display composition, to which it imparts the force of individuality combined with the restraint of good taste." Mr. McMurtrie has imported the type from France for use in the composing room of the Arbor Press. One specimen is reproduced on this page.



Merchandise envelope by Will Ransom, Chicago, Illinois, a form on which striking decoration is a decided advantage.

Here, friends, is an unusual situation: A buyer of printing sends in a piece of work stating that it is so well done he considers the printer deserving of high praise. And he is right, for the job in question is a difficult one for a small-town printer to handle—a large broadside, on one side of which a big map appears, while on the other side there is strong display illustrated by a number of large half-tones. The customer is A. C. Lovett, of Smith & Bernard, land agents, Flagler, Colorado, and the printer whom he compliments is W. A. Borland, publisher of the Flagler News.

Fred H. Sauer, Houston, Texas.—You have the fine talent of being able to give to ordinary small forms an unusual touch which lifts them far out of the commonplace. Excellent taste in the selection of colors for printing, and good presswork, assist in the general high-grade effect of the work turned out for the Herbert C. May Company. The invoice for the May company, and the booklets for the Gulf State Bank, are particularly attractive. We can offer no suggestions for the improvement of your work, our only regret being that the colors used in printing do not reproduce satisfactorily.

P. L. A. LINES, Seattle, Washington.—Specimens set by you in the Parsons series demonstrate that you know how to handle that novel and attractive letter. The specimens are consistently interesting in treatment, the menu title page for

Peterson's Cafe being especially so. This is the type of work on which the Parsons series is exceptionally useful—where there is a small amount of copy and considerable white space to allow full play to the peculiarly long ascenders and descenders. The effect is of hand lettered work, rather than typework. You are to be congratulated on the printing you are doing.

PERCY WEBB, Toronto, Ontario.— You did very well indeed with the composition on the "Lemonice Tokens" card, which is quite neat. We are sure, however, that the matter immediately beneath the main display is too small, considering the size of the card. Printing the outside border in weak yellow is not in good

taste, as this color does not harmonize with the green stock used. The use of three colors on this form was a waste of time and effort, especially since much more satisfactory results would have been secured by printing the outside border in deep green along with the type matter.

Tuttle Color Printing Company, New

TUTTLE COLOR PRINTING COMPANY, New Haven, Connecticut, sends some carton covers in four colors intended to attract attention to the goods enclosed. To do this the brightest possible colors were used and the prints varnished afterward, which still further heightened the colors. The designs, photoengraving and printing combine to accomplish in an admirable manner the purpose for which they are intended.

Drummer Printing Company, Chattanooga, Tennessee.— Your Valentine blotter is indeed quite novel; it has doubtless attracted considerable attention and proved good advertising. More colors than necessary were used in printing, and the blotter proper is rather too ornate, especially since the tipped on heart and the die cut hand holding a business card, which is inserted through the heart, provide sufficient ornamentation.

THE STODDARD ENGRAVING COMPANY, New Haven, Connecticut, is to be congratulated on the general excellence of the exhibits of photoengraving submitted. The reproductions of Wallace Nutting's New England farm life are particularly good. The reproductions in four colors, the Ben Day work, and the half-tones prove that buyers of engraving in the Nutmeg State need not go outside their own State for any kind of engraving.

GEORGE O. McCarthy, Hartington, Nebraska.—The booklet cover, "A Tribute to J. G. Beste," is striking and unusual as to color treatment. The two headings for the News, both printed on onyx stock, are quite attractive. Since there is little copy in the design, the Parsons series shows to good advantage. Furthermore, this design has an advantage over the one set in Caslon from the same copy, because the lines are better spaced, being crowded closely in the Caslon heading. Another point: a letter to be adapted to embossing with powders must have no fine elements, and for this reason the Caslon is placed at a further disadvantage. If the Caslon heading were better spaced and printed, not embossed or imitation embossed, on white stock, it would have it all over the Parsons heading.

Arthur C. Gruver, Pittsburgh, Pennsyl-

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.—We thank you especially for the broadsides issued by the Post. So far as we have seen, these are units of the finest campaign made by a newspaper to sell its advertising columns. The typography, although more or less subordinate to the excellent artwork, is in keeping with the effective and influential character of the various pieces as forceful advertising publicity. The smaller commercial specimens, and especially the letter-heads, are characteristic of your own high-grade work as well as that of the MacGregor-Cutler organization generally. We do not hope to help you to do better work, but we want you to continue sending examples, as it is not only a pleasure to examine them but they frequently provide us with exhibits for this department. One of your specimens is reproduced on this page.

S s v a g si a n ti is ti ti si

The 66 PERIODI-CALL 99

The Albert P. Hill Company

INCORPORATED

233 OLIVER AVENUE

PITTSBURGH - PA

GEANT 5200

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This letter-head by Arthur C. Gruver, Pittsburgh, Pennsylvania, has just a little more "punch" than is ordinarily found in type letter-heads.

UP IN CANADA there is a progressive corporation which manufactures and sells farm equipment - the Massey-Harris Company, Limited, of Toronto. We have had the pleasure of examining some of the high-grade advertising which this institution has issued in the past. It has always been of uniformly high quality. We have lately received a copy of the company's house-organ, Massey-Harris Illustrated, which is sent to a list of 90,000 Canadian farmers every other month. We venture to say that those who receive it appreciate the fine type of matter it contains, while, from a printer's standpoint, it is all that could be desired.

C. R. JOYNER, Jacksonville, Florida.— When one can produce such attractive letter-heads with type so simply arranged as the one for the Arnold Printing Company, printed in black and red orange, the main line of which is in Caslon Shaded, there is little need to call in the artist and designer. This is a gem in dignity, attractiveness, legibility, good display, and general all around "class." While none of the others quite come up to the mark of this particular one—not even those which are different only in the colors used in printing—they are all far and away above the average of typographic letter-head

designs. It is reproduced in this department.
SHELDON A. WILKE, Kingman, Arizona.— The package label for the Mohave Printing & Publishing Company, printed in deep green and red, on white stock, is decidedly attractive. The checker board border is largely responsible for the striking appearance of the design, and also suggests an Indian motif, which seems rather appropriate, considering the name of the company. The letter-head for the same company is not so satisfactory, the trouble being caused by the fact that the matter is not suited to the panel arrangement—it does not provide a nice distribution of white space. The matter in the upper section, two full lines and one short line, looks ragged and is displeasing because of the lack of symmetry. The fact that the design is set entirely in capital letters is also a fault, as the

small matter especially is difficult to read.

George M. Wilson, Admiral, Saskatchewan,

Your Prize List for the Wise Creek Agricultural Society requires no apology, as it is far and away superior to the general run of fair catalogues, which, all too frequently, are gotten up without any semblance of style or taste. Our only sug-gestion for improvement would be that you use single instead of parallel rules for cut offs in the advertisements, as parallel rules are quite prominent and detract somewhat from the type. Sometimes, too, the larger display of an advertisement is at the bottom, whereas, for best effects from the standpoint of appearance and influence on the reader, the main display of an advertisement should be at or near the top.

THE RONALDS PRESS AND ADVERTISING AGENCY, Montreal, Quebec.—It is a pleasure indeed to examine such handsome and effective pieces of direct advertising literature as you have sent us. The artwork is a particularly strong feature, especially since it has the fine quality of

VALUE EEN ECONOMISTS know that price can never be the sole determining factor in ating value. Price is much or moderate only when it is considered in relation to the quality of the merchandise to which it attaches Whatever article is purchased at this store carries with it that impress of high character whose firm foundation is that quality which definitely establishes value. And pricing is always as moderate as possible, commensurate with that quality. CARSON PIRIE SCOTT AND COMPANY

Another striking merchandise envelope by Will Ransom. Such packages going out from a store are powerful publicity forces which the large department stores utilize to the fullest extent.

subordinating itself to the idea of the advertising, as successful commercial art must do. The posters for D. & A. Corsets, "Campus" Shirts and Peck's Caps could not be improved upon, the artwork being of a type that is especially desirable for that kind of advertising. As we examine this fine work we can not deny the pressman at Ronalds' his full measure of credit, for no matter how effective the advertising how attractive the artwork—it would be for naught unless well printed. Pressmen and engravers, judging from the work, are up to the standard of the organization. Style - Dress and Home, house-paper of Henry Morgan & Co., Limited, Montreal's big department store, reflects an institution of the highest standing. We know nothing of the store except as this paper tells us about it, but we will wager from the character of the publication that it is the Marshall

Field & Co. of Montreal.

ALBERT H. CROUSE, Brighton, Colorado. While the statement for the Register is undeniably striking in appearance — and has considerable advertising value for that reason — it has not been well designed in relation to the colors used for printing. The Outline Cheltenham in light green is weak, in tone at least, and does not balance well with the stronger items in the design, printed in black, and especially not with the ornament, which is so strong in tone in comparison that it sticks out like a sore thumb. Most pleasing effects are secured when items to be printed in a weaker color are proportionately bolder so that they will stand the weakening in tone which follows printing in a lighter color.

Passaic Daily Herald, Passaic, New Jersey.— General format of the folder, "The Printed Word," is excellent, but its appearance is marred because of lack of consideration to incidentals. The type group on the first page is too low on the page, it being centered vertically, thereby dividing the page into equal and monotonous halves—and by appearing to be below the center of the page, as groups so placed do, it is overbalanced, main strength of a design should be centered on



THE RONALDS PRESS & ADVERTISING AGENCY

LIMITED 71-73 WILLIAM ST. MONTREAL

CCRONALDS, PRESIDENT

The strong feature of this hand-lettered heading is its characterful appearance. It will be remembered from time to time and will therefore be forcibly impressed on the minds of those who receive it.

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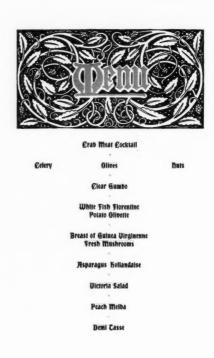
sm

a point above the center of the page where the space above is to the space below as two is to three. The initial on the second page is not properly placed, as it does not align at the top

CHESTER WICKENS, Concordia, Kansas.—We doubt very much whether your suggested changes of the letter-head for the Parrish Buick Company would improve its effectiveness. As originally

somewhat, but, as a rule, we can not see any advantage in squaring up two lines beneath the main display and separating them with a rule. Better let the lines come naturally, in so far as





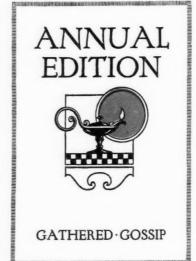
Two pages from beautiful souvenir booklet issued by The Whitaker Paper Company, Cincinnati, which illustrate the beauty of harmonious relationship between type and decoration.

with the top of the first line alongside. The letter is poorly placed in the mortise of the initial block, being to the left of center, whereas it should be to the right of center in order to bring it as close as possible to the remainder of the word of which it is a part. Type matter is set in too wide a measure, necessitating so much leading that the relationship of space between lines and in margins is not such as to give the effect of good unity. The stuffers are attractive in a general sense, although the fact that they are set entirely in capitals, which are difficult to read as compared to lower case, makes them less effective as publicity than they would be if text matter were in lower case.

HAROLD W. FLITCRAFT, Oak Park, Illinois.— The Second Annual Edition of Gathered Gossip is a fine publication, remarkable, we should say, as it is produced by a concern—Flitcraft Brothers the senior member of which is a boy eighteen years of age. He is assisted by two brothers, both younger than he. The cover of the edition is reproduced, the remainder of the booklet being of like quality.

THE WHITAKER PAPER COMPANY, Cincinnati, Ohio.— The program and menu booklet for the Sixteenth Annual Banquet of your company is attractively gotten up. The typography and artwork harmonize nicely, and are of an unusual style. The cover, printed in red and gold on dark mottled green stock, is especially attractive. The Proctor & Collier Press, which printed the booklet, is to be congratulated on the fine workmanship put into it. Two of the pages are reproduced herewith.

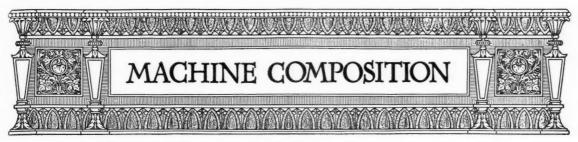
handled it is neat, although scarcely attractive it is too weak and commonplace. Your suggested changes would doubtless liven it up



Design from cover of souvenir edition by Flitcraft Brothers, Oak Park, Illinois, a firm composed of three brothers, the oldest of whom is eighteen years of age. length is concerned. The Conley heading could be greatly improved by a more compact arrangement of the parts, they being too widely separated as handled, besides being too nearly the same size for an interesting effect and good emphasis.

The Bienville Democrat, Arcadia, Louisiana.— First of all, let us state that the letter-head is neatly arranged and well displayed, making a very satisfactory heading for a newspaper. Of course the design in which the ornament in color is used is the more attractive, but we would much prefer to see the color used for printing one or the other of the large display lines, where its advantages in livening up the design would be just as potent. Also there would then not be the question regarding the use of the ornament, which, in itself, aside from the color it supplies, adds nothing of value to the design.

J. BRYAN HART, Salisbury, North Carolina.—Composition on the several specimens you have sent us is satisfactory. Unfortunately the type faces you employ particularly the shaded styles, are not in themselves pleasing, and this fact detracts somewhat from the work. Bodoni and the extended Copperplate Gothic series do not harmonize, and their use together should be avoided. The cold, dull yellow used for printing the illustration on the letter-head and business card for the Atlantic Textile Company is displeasing. A rich, light brown would have been preferable. The color effect of the letterhead for Peeler's Printery is too warm and appears cheap and bizarre. Had the same design been printed with a minimum amount of warm color the effect would have been better.



BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

How to Distinguish Sizes of Liners.

A New York operator of limited experience asks how he can tell liner and ejector blade sizes so that he will make no mistake when making the changes.

Answer.— Ejectors are marked, indicating thickness and width, as 13 ems, 8 point. The liners are marked in this manner: A right-hand liner will have marks indicating thickness, as 6 point, 8 point, 10 point, and sometimes they are marked Nonp., Min., L. P., Pica, etc. The left-hand liner will be marked, indicating thickness and length, thus: A 6 point liner to cast a 13 em slug will be marked 17 on the heel. By subtracting from 30 the number found on a liner, you can tell what length slug will cast. All of this information may be found in "The Mechanism of the Linotype," together with other matter which should interest all beginners.

Keyboard Keyrods Slip Off the Verges.

A New Jersey operator writes that he is working on a Model I machine and states that he has been having considerable trouble with the keyboard keyrods occasionally slipping off the verges of some of the small letters. He confesses that he is unfamiliar with the machine and asks for help.

Answer.—We suggest that you examine these rods from the rear. See if the eighteenth keyrod is evenly centered sidewise on its verge. If it does not center properly on its verge (the last one in the first division) you may need to adjust the keyrod upper guide sidewise by the guide block found attached to the right side of the magazine. This block may be removed by taking out the screw, and if the guide requires moving in order to center the lower case "p" keyrod on its verge, this block may be moved to accomplish this end. Build in between the block and magazine, or dress off the block, as the case may require. In this manner you will arrange the keyrods so they will not fall off the verges. You should secure the services of a local linotype machinist or operator if possible, as he will understand just what to do in the matter. It is rather difficult to give full directions when all of the conditions are not known.

Distorted Justification Lever May be the Cause of Trouble.

An Illinois operator writes: "On a rebuilt Model 5 a little trouble is experienced, as follows: When cams are in normal position the first justification lever stands fully twelve points too high, so that on sending in a line the downward stroke of the first elevator brings the spaceband wedges in contact with the driver, thereby forcing them upward before the lock up has taken place and before time for justification has arrived. If loosely spaced lines only were sent into the elevator no trouble would be experienced, but as this machine is used mostly for small type (five point), close spacing is very essential, and so this condition should be remedied. A properly spaced line of, say, twenty-five picas will not descend properly because of

interference with the driver. Examination of first justification roller and pin shows no wear, and cam appears to be in good shape. Machine is in perfect shape otherwise, but this condition has existed since the machine was installed. Can it be possible that the lever has been 'sprung' or 'warped' at some time? What is the remedy?"

Answer.— The question regarding the justification block is one that has rarely arisen. We suggest that possibly a thin patch applied by yourself to the surface of the cam would correct the trouble. The cause doubtless can not be determined at this time. We believe you can mark your cam in a way that will give the desired position for the patch, and then you may place a two or three point piece of brass rule between cam and roller to determine the thickness required. When this is ascertained it will not be a difficult matter for you to drill and tap holes in cam and brass strip and then attach it with flat-headed screws. You also could correct the trouble by peining the lever. This operation would require the removal of the lever from the machine. By pounding the upper edge of the lever near the fulcrum end with a hammer it will cause it to stretch and thereby lower the front end. This is a tedious operation, as the lever may have to be taken out and replaced several times before the proper position is secured. While pounding the lever, have a heavy pig of metal directly opposite where the blow is received.

Linecasting Machine Wipers.

The Typesetting Machine Engineers' Journal for February contains a timely article by Irving MacD. Sinclair on the care of machine wipers. The following extract should interest every machine operator:

"The assertion has been made that the back mold wiper rounds the mold cell corners from continuous friction. When properly in position, with the right tension, this wear is very slight. In time, however, the mold cell corners will certainly become rounded—in a great many cases from abuse of screwdrivers, 'hammering out' slugs, etc. To the statement that the mold wiper rounds the corners of a mold I will also reply that eventually all molds lose their temper from casting heat. Daily scraping and frequent lapping of the base are more ruinous to a mold than the damage ever done by any wiper.

"Molten type metal contains something that attacks steel surfaces, no matter how highly finished they may be. No one can dispute this. If you do not believe it, experimentation will prove it. A steel bushing in a cast iron pot well, for instance, makes an interesting subject for proof. It seems, therefore, that it is all the more necessary for a thin film of some lubricant to be constantly interposed between the pot mouthpiece and the mold during the casting operation. Gradually the action of molten metal being forced into the mold cell will round its corners or edges. There is more than one element entering into the destruction of those perfect edges on a new mold.

"The new style back mold wipers on both linotype and intertype machines wipe the mold after the slug has been trimmed on the bottom and before ejection. This idea does prevent somewhat the evil of molds having rounded edges. But what will happen to a four mold disk? It is a mechanical impossibility to cast from more than one mold at a time. The other three empty molds must pass and have sliding contact with the wiper.

"The lapping of molds by hand or machine should be avoided as much as possible, if not altogether. The back mold wiper, if cared for in the correct manner, will do away with lapping molds except at very long intervals.

"It is inconceivable to some machinists to witness the operation of 'banging' defective slugs from the mold with the ejector lever handle. One should always think of that ejector lever handle as being on the machine only for the convenience of the machinist or operator in changing ejector blades or while working with the ejector slide or blades.

"The back mold wiper assists in preventing 'stuck' slugs, and does away with undue wear on the back trimming knife, and it also lesssens labor in keeping a workable contact between the pot mouthpiece and the mold. It certainly was not intended as an ally to a forgotten metal level in the crucible. It is not necessary to saturate the wiper felt with blue ointment, tallow and graphite, oil and graphite, etc., as the wiper would then become an insidious trouble monger, and eventually matrices could not be induced to slide out of the magazine regularly."

Keep the Driving Clutch Pulley Clean.

An Illinois operator writes that he had two stops from a similar cause and that they gave him considerable trouble and not a little worry. It appears that a metal splash behind the mold disk bound this part so that it stopped the cams just before the locking studs and bushings matched for the ejecting of the slug. He found that he could not back the clutch owing to the great resistance offered. Finally, after considerable force was employed, both on clutch arm and by use of a lever on cam gear, the cams were backed sufficiently to allow the vise to be opened. When the mold disk was drawn forward, a small amount of metal was found lodged near the ejector blade guide. Owing to the extreme difficulty he found in backing the clutch in order to relax the pressure of the mold from bushings, he is anxious to know how it happens that the cams do not stop earlier. In each instance the mold keeper was pressing so firmly on the bushing in vise frame that he was unable to back the cams.

Answer.— It is evident from the description of the trouble that it originated with metal lodging back of the disk. The accumulation of metal offered so much resistance to the rotation of the mold disk that the rotation stopped before the mold disk studs and bushings matched up, and as there appears to be considerable blacklash in the gears, it resulted in the disk being forced forward before the stude and bushings matched, causing a condition that may result in the breaking of the mold slide lever. The first thing to correct is the accumulation of metal behind the disk, and the next condition that needs attention is the driving clutch. Remove the clutch arm, and wash the inside of pulley with gasoline, and also give clutch shoe buffers a similar cleaning. It is quite possible that the clutch would have slipped if only normal pull were exerted by the buffers. Aim to keep the inner surface free from any gummy substance, and see that the stress of the clutch spring is not increased beyond the needs of ordinary driving pressure. Also, you should test the space between the mold and the vise jaws when the disk advances the first time. Too much space here may help produce the condition that you complain of. From the description of the trouble we judge that the machine is not new. To make the test last mentioned, you may close

vise jaw, pull out starting and stopping lever, and when the first elevator descends to lowest point, push the lever back, Raise the first elevator a trifle, and insert a folded strip of print paper between the mold and the vise jaw. Allow this strip to extend down to lower part of jaw, and then draw out on the starting lever. When the disk advances on the locking studs. push back the starting lever, and raise the first elevator. Draw out on the strip of paper. If the space between the mold and the jaw approximates the thickness of the two pieces of paper it is about normal. However, if it is observed to be one thirty-second of an inch, or greater, it should be diminished by adjusting with the eccentric pin in the mold slide lever. Loosen set screw or lock nut, and lower the small lever attached to the eccentric pin in the roll, then tighten the set screw or lock nut, and test again by drawing out on strip of paper. When the adjustment is correct, you will be able to draw out the paper strips with but slight resistance. We have no way of determining why the metal lodges behind the mold disk. If the temperature of metal is kept around 540° you should have no trouble with splashes behind the mold disk, unless the lock up is not uniformly even between the mouthpiece and mold. This condition can be ascertained by testing the lock up. Clean mouthpiece, and remove all adhering metal from back of mold. Place a thin even coating of red ink on the back of the mold, and when mold slide is pushed back and connected and the vise is closed allow the cams to make one revolution. The ink which will be transferred to the pot mouthpiece will indicate the state of lock up between these two parts. To secure a uniform contact it may be necessary to alter the pot legs by the screws, or it may even be necessary for you to dress up the mouthpiece with a file to secure the uniform contact desired.

Knife Needs Resetting.

An Indiana printer writes, in part, as follows: "You will notice on the slug enclosed that the right-hand knife in trimming the slug on the lower end makes two small projections on the two lowest ridges. I have sharpened the knives recently and have given them the proper adjustment for thickness of slug, but the projections remain."

Answer.— We advise that the knives be sent to the machine manufacturers for sharpening, which we presume was done. When received, the under side of the left-hand knife should be oiled before being attached to the vise frame. To secure the approximate position of the left knife before making the adjustment, attach the knife by its screws and close the vise, moving cams back so that the mold advances toward the knife. Set the knife so that its cutting edge is in alignment with the base line of mold cell (smooth side), and tighten the screws. The right knife block may be attached, and the right knife may be set in position. Arrange mold to cast thirty ems, and set a cap line. Adjust the left knife so that the overhang on smooth side of slug near face is removed without digging into the body of the slug. The right knife should be cutting the ribs during this part of the adjustment. When the left knife is set correctly, the right may then be adjusted. There should be no abnormal condition visible on the ribs when the knives are set according to the foregoing plan.

"The Mechanism of the Linotype," A Valued Text Book.

A student of linotype mechanism, who at one time took a course in motor mechanics and electricity, in speaking of "The Mechanism of the Linotype," says: "I find this the most comprehensive book I have ever read dealing with the subject of mechanics. It is so clear on each point of instruction. In my previous work connected with the study of motor mechanics and in electrical work I did not see or have a book on those subjects that could compare with this text book on the linotype."



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

On Using Ampersand.

R. L. P., Truro, Nova Scotia, sends this: "As I frequently run across printers who use the short and (&) instead of the conjunction, would you be good enough to advise me as to the correct usage of this character? It is a trivial matter, but it seems absurd to see it used in such cases as 'Coal & Wood,' for instance, instead of cases of partnership."

Answer.— The only standard present use of the character is in firm-names, but some people do make other use of it, and I see no special reason for objection, especially as there is no probability that objection would have any effect. It is far better to use the full word in all ordinary instances, but it is quite common for people to write the sign, presumably as a time-saver, and not uncommon for printers to use it as a space-saver.

A Puzzle Easily Solved.

A. J. K., Bear Lake, Michigan, writes: "There is a question upon which I would be very much pleased to receive your advice in your department of The Inland Printer. Though not strictly a matter of proofreading, it might be considered as coming within your field of research as being a question of correct wording. There are three firms with which we do business; each happens to be composed of a man and a woman, and I am at a loss as to the proper salutation to use in addressing business letters to them. 'Gentlemen' seems to be manifestly inappropriate. 'Dear Friends' looks a trifle intimate and 'Dear Sir and Madam,' besides being rather cumbersome, might be considered a little objectionable as seeming to parade a knowledge of business arrangements which the firms do not see fit to publish."

Answer.— So far is it from being inappropriate, that "Gentlemen" is the most appropriate salutation possible, unless you choose to write "Dear Sirs." In such cases the salutation is not in good taste when disclosing the knowledge of different sexes which is not revealed in the name of the firm. The natural presumption is that you are dealing with men, and the masculine form is the proper one to use when men and women are both included.

A Style Now Partly Disused.

J. M., Jersey City, New Jersey, writes: "Will you please say whether it is good style to omit quotation-marks from the word curious in the sentence, 'Look up the word curious in the dictionary'? The Government Style Book uses the quotations, but in many well-printed books, including The Inland Printer, the marks are omitted."

Answer.—It is hardly necessary for us to say that we consider what we do good style, for our practice itself announces the fact that we do, and the quoted sentence is from our columns. The style of omitting quotation-marks is largely resultant from the idea of simplifying the operation of machines. Before machines were used it was a thoroughly established

practice to quote or italicize every word mentioned simply as a word, to mark the fact that it was merely so mentioned. Such practice is still largely preserved; but, in common with many others, we have abandoned it except on occasion when it seems necessary, because generally the mention of a word as an example or merely as a word shows its intent perfectly without any distinct markings to separate it from context. Nevertheless, it still remains true that such mentions of words are commonly marked by quotation or by difference of type, especially in works of philology, the kind of work where such distinctions have the most disastrous typographic effect. I repeat, I think it good style to refrain from typographic distinction except when it seems really helpful, and when it does seem so I use it.

Diction, Quotation, Compound.

F. H. M. M., Washington, D. C., asks these questions: "I. In The Inland Printer for December, 1919 (page 324), I observed the combination 'different . . . than' in a sentence reading: 'A tall steeple . . . is a different style of architecture than the rest of that . . . building.' Relying on the Faulty Diction section of the Standard Dictionary, I have always regarded 'different . . . than' as a solecism. Am I right?

"2. Concerning the combinations 'so . . . as' and 'as . . . as,' Maxwell (in 'Advanced Lessons in English Grammar,' section 585) says: 'So (with a negative) takes as: He is not so tall as I. As (affirmative) takes as: He is as tall as his brother.' If in reading a proof I came across a violation of this rule would I be justified in changing the wording to conform to Maxwell's statement? Will you elucidate the statement a little?

"3. Recently I was somewhat puzzled in seeking to place the closing quotation-marks and otherwise to punctuate a sentence which appeared in the manuscript exactly thus: He said, "You will find it in the book (evidently meaning the record) I finally added a period and closing quotes after the last parenthesis. Was I right?

"4. You seem to have a liking for the compound form for many words which are often written as one word (and I like your style); why then do you not compound 'Proof-room' in the heading of your department in the magazine?"

Answer.— 1. You are right in considering "different than anything" a solecism, but it is one that occurs frequently, especially when many words intervene. I have seen many authoritative decisions that correct expression always says one thing is different from another; English writers often say different to, and also different than, but no one has ever expressed any justification of either use, except the mere statement that some people practice that use. A proofreader may well avoid change from either to or than to from, which would be real correction, unless he is sure that those for whom he works are willing to abide by his decision. Undoubtedly many

authors think these wrong expressions are right, and among them the majority are those who strenuously object to change of any kind from what they write.

2. Maxwell's statement about the difference between negative and affirmative uses of the comparative words so and as agrees with the prevailing decision, that negative expression is properly "so. . . as" and affirmative "as . . . as"; but such a basis of differentiation is not strictly logical, since it ignores actual word-meanings, and so it is not always practiced by good writers. The meanings are contrasted clearly in the Faulty Diction department of the Standard Dictionary (first edition), but such contrast must be shown very briefly here. In saying "One is not so tall as the other," we imply that one is actually tall as judged by some standard; "One is not as tall as the other" does not imply actual tallness, but merely makes a comparison of heights, great or slight. I have here tried only to show enough of the basis for difference of expression to convince proofreaders that they should not change from one to the other, even though the change would make the reading more conventional. The reader might be justified in changing, but he is practically certain of being justified in leaving unchanged what is in copy.

3. In the sentence quoted the parenthesis does not form part of the quotation. You should have put the closing marks after the word book and only the period at the end.

4. I do prefer the use of the hyphen in many instances where a great many other people prefer its omission. But I do not believe in being insistent on contravention of really established usage. Proofroom has been so established as one word so long that I can not state the time of its beginning, and the same is true of pressroom, schoolroom and others galore.

RECENT DECISION IN REGARD TO "COLLECTIVE BARGAINING."

In April, 1919, the photoengravers' union in Boston announced the intention to compel the photoengraver employers to enter into "collective bargaining" with the union. A form of contract was prepared by the union officials and submitted to the employers for signature. Nearly all the employers refused to sign, and refused to enter into any "collective bargaining" whatever with the union. A strike was called against the employers, who instituted legal proceedings and secured a temporary injunction. The case then went to hearing upon the merits, and was sent up to the court of last resort for final decision. On March 22, 1920, the court handed down an opinion which is far reaching in its significance.

The term "collective bargaining" is not known to the law as a legal term and consequently these words do not appear in the opinion, but the illegality of the strike to compel "collective bargaining" is clearly established, and established for the first time in this country, by the following sentence quoted from the opinion: "The plaintiffs could not be compelled to make an involuntary contract, or to substitute compulsory arbitration for due process of law."

Ten years ago a similar question came up in Boston, and the object of the union at that time was very clearly to establish a closed shop in Boston. The case was contested at that time by the employers, and an injunction was issued by the court which prevented any action being taken by the union to establish a closed shop in the engraving business in Boston.

Different wording of the contract presented to the employers in April, 1919, seems to have been for the purpose of evading the former injunction by using the words "collective bargaining," "preferential employment," etc. There were other requirements in the contract, such as a minimum wage scale; permanent employees should not be temporarily "laid off"; ratio of apprentices to journeymen should be immutably fixed; all disputes not covered by the agreement should be submitted

to arbitration; no contracts, individual or otherwise, conflicting with the agreement to be entered into, and all contracts of employment must be submitted and executed in accordance with the by-laws and constitution of the International Photoengravers' Union, with which the local union was affiliated. The proposed agreement was presented as an entire contract to be unconditionally accepted.

The Court says: "If the plaintiff declines to enter into an agreement, the underlying purpose manifestly was to enforce acquiescence through the coercive power of a strike, which, even where there is both a legal and illegal purpose, is of itself illegal." Again quoting from the opinion of the Court: "It is true the agreement reads that the plaintiff in the employment of journeymen and apprentices will give preference to union men by notifying the union officials when additional journeymen and apprentices are needed, and if the union can not furnish and supply competent help the employer may secure such help from other sources, and no express requirement is found for the discharge of non-union men already under employment. No prolonged discussion, however, is needed to make plain that this was merely an indirect method which must culminate in a closed shop." "The right of the plaintiffs at all times to hire in the labor market, and to retain in their employment, such workmen as they might choose, unhampered by the interference of the union acting as a body through the instrumentality of a strike, or of a boycott, or of a black list, is a primary right which has never been abrogated, but remains unimpaired by our decisions."

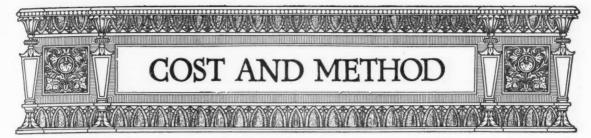
The master reports that in furtherance of their efforts to bring the plaintiffs to terms, picketing, as well as intimidation by the use of scurrilous language and abusive epithets of employees who continued to work for the plaintiffs, and individual boycotting have been resorted to in various forms more or less offensive and oppressive. It is also found that strenuous attempts have been made to induce workmen employed by the plaintiffs to take the place of the strikers to break their contracts of employment, and to depart from the city and to remain in other localities. But not satisfied with these methods, insistently practiced, the report further states that the defendants in various printed or written communications characterized and held up the plaintiffs as being unfair to, and prejudiced against, union labor, and have endeavored by a circular letter to persuade their customers to boycott the plaintiffs and to cease business dealings with them. The statute of 1913, c. 690, an act to define the extent to which peaceful persuasion is permitted, is invoked as a shield for what has been done. But the statute is applicable only to a lawful strike, lawfully conducted. It is unavailing as a defense on the present record. The prayer for the assessment of damages has been waived, and the defendants having deliberately, intentionally and unlawfully entered upon a course of procedure materially interfering with the right of the plaintiffs unmolested to carry on business in their own way, they are respectively entitled to a decree with costs awarding injunctive relief.

The firms which brought action are the Folsom Engraving Company and the Wright Company, and it is expected that the other open shops in Boston will take action to be fully covered in the future by this decision.

FATE'S IRONY.

"Did you read in the papers about that eccentric man who made all the arrangements for his funeral, having every detail just the way he wanted it, and then attended the exercises with evident enjoyment?"

"Yes; I read about that fellow. He thinks he's smart, no doubt, but some of these days he's going to die and his obituary will be printed in his home-town paper, and it will be full of typographical and other mistakes that he will never be able to correct."—Birmingham Age-Herald.



BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

Salary Plus!

One of our long time subscribers submits a problem which we think of enough interest to printers generally to be answered in these columns, although it was not submitted with that expectation. Therefore we shall not give his name or address. Here is what he says:

The corporation of which I am an officer is considering a deal with its manager. The plan has been suggested that he be given a salary, with a bonus for increased production or increased net profit. Can you give me any light on the subject? Have other firms worked out systems which have been used?

Many printing plants and manufacturing concerns have managers who are paid on the basis of a fixed moderate salary and a bonus or percentage of the profits. It would not be safe or right to pay a manager a bonus on increase of production, as it would only be placing before him a bait and encouraging him to create volume of sales regardless of profits.

We know of printing office managers who have entire control of the business, and who receive ten per cent of the profit, in addition to the salary agreed upon. There is only one kind of profit — net profit after every cost and expense for the year has been taken care of, including interest on capital and the necessary depreciation reserve to keep the capital intact.

Unless the manager is given complete control, it is not just to hold his recompense in check by the amount of profit, as he may not be responsible for some of the losses if others interfere in the business management.

With the right man, the sharing of profits is a good method of maintaining his interest in increasing the profits. Naturally, the bigger they are the more he will get, therefore all his energies will be bent toward the securing of that business which furnishes the greatest profit. This is good in itself and as a specific thing in suitable cases, but we do not believe in mere profit sharing as a sop to those who are underpaid. In such cases it is more a detriment than a benefit.

High Wages and Production.

The one great theme of writers and speakers on the wage problem at the present time is the high cost of living. Old H. C. of L. is made the scapegoat for every demand for higher wages, and the demand for higher wages is quoted by those handling the necessities of life as the excuse and the cause for the H. C. of L. No one seems to have stopped to analyze the facts in the case sufficiently to suggest or develop the true remedy, but all have passed along the same arguments and have called attention to the vicious circle.

Let us carry the matter home to the printing industry, where wages have jumped from fifty to seventy per cent in a very short time, and see just what the true conditions are. Of course, it is impossible for the business to absorb such an increase, and it must be passed on to the ultimate consumer,

with the added expense of handling and supplying the additional capital needed to finance it. This is right, but extreme care must be exercised or the increased burden will deter him from buying as much as he otherwise would, and we shall have less business to carry the increase and shall be compelled to raise the price again; and so on until the breaking point is reached where the trade will refuse to buy at the price. That point has almost been reached at this time, so caution is in order.

How is this to be prevented or cured? The answer is easy to write but hard to put into practice: It is *Production* — Production with a big P.

The average American printing plant is only about sixty to sixty-five per cent productive as compared with the possible production under fully efficient methods and management. No, we will not argue that question, for it is altogether a question of proper management and equipment.

Suppose conditions were so changed that every employee in your printing plant was one hundred per cent efficient. Do you realize that without increasing the cost of production you could afford to add fifty per cent to the wages which now seem such a burden? In fact, the increase in wages would decrease the cost of production, for all other expenses would proportionately decrease.

An annual cost of production of \$75,000 with an output of 25,000 chargeable or productive hours on the basis of sixty-five per cent shows a cost of \$3 an hour. On this basis, the time really paid for is 38,461 hours; and the rest of the time has gone to waste. Now, suppose that we sold ninety per cent of those 38,461 hours, which would be at the same gross cost, we would have a cost of only \$2.16 an hour.

But, again, suppose that we had paid those workers an increase of fifty per cent in their wages, which would amount to about \$18,750, increasing the total cost to \$93,750. This would be \$2.708 an hour for the 34,615 hours, which makes ninety per cent of the time paid for, and is a decrease of 29.2 cents per hour from the cost at the lower wages and lower production. These figures are extreme, but they serve to point out the fact that the whole subject of cost and wages hinges on the efficiency of production.

But employees must bear in mind that to make it possible for their employers to pay them high wages and still keep in business there must be production and that all idling must be stopped and all false motions corrected. On the other hand, employers must remember that maximum production can only be attained by the installation of the best machinery and the most economical time saving methods.

Under old conditions, with distributing, picking, badly prepared copy, small fonts of much used letters, lack of leads, slugs and spacing material, and crowding in one part of the shop, with compositors running marathons from case to case in another part, sixty-five per cent was the production rate (yes, more nearly sixty per cent); while ninety to ninety-five

per cent is possible with the latest improvements in composing room machinery, furniture and methods.

And in the pressroom, too, there is almost as much room for improvement toward systematic efficiency. There is no reason why the pressroom should ever have less than ninety per cent production under modern conditions. If it does, there is reason to look for overequipment or lax management.

Think this over; talk it over with your fellow printers; start an efficiency league and put it across. It means more profits, better satisfied customers, more efficient and more contented workmen, and a happier frame of mind for you on settlement day.

The Bonus System of Wage Setting.

Ever since there have been employers and employees there has been a constant endeavor to find some system of adjusting payment for labor performed that will tend to secure production in proportion to the amount of wage payment to stabilize the relation between actual work performed and dollars paid for it.

Piece work has been tried for many years in various forms in many businesses, including printing, but with very indifferent success. In earlier days the writer worked under it and saw just how often it resulted in average production, certainly not in anything near maximum possibilities. It surely did produce one thing, however, and that was dissatisfaction to both parties.

Only a few weeks ago a correspondent asked for a bonus system for a printing plant, but we were unable to find one in use. There are a number of reasons for this, the principal one being the fact that in printing plants the records are not sufficiently itemized as to the time on various classes of work, and also are not numerous enough, to furnish data for basing a bonus system such as is used in some other manufacturing lines.

The machinery manufacturing business, or rather some of the larger shops building machinery, have developed a bonus system that is working well. By this system a time of production based upon previous experience is fixed for each piece of work or each operation on a number of similar pieces. This timing is done by a clerk or time foreman, who has all the records of previous performance before him and who is familiar with the character of work to be done. This time is an average — not the shortest time in which the work has been done, nor yet the longest — with a possibility that the time can be decreased and a probability that even an average workman can do so.

Should the work be done in less time than that set by the timer, the saving is divided between the workman and the shop, the workman usually getting one-third, and one-half in exceptional cases where the timing is figured closely. Thus according to previous records a certain piece of work is timed to be completed in six hours; the workman who does the work will receive full pay for every hour he spends on the job, regardless of whether it is more or less than the set time for that job. Suppose he puts a full eight hour day on that six hour job, he will get eight hours' pay, but no punishment of any kind except the chance of losing his job if it becomes a regular thing for him to be slow. If he completes it in the six hours allowed, he gets six hours' pay but no bonus; and goes on with the next order. But if he completes that six hour job in four and one-half or five hours - or any time less than the six - he receives as a bonus the agreed upon part of the time saved. For instance, if he does it in four and one-half hours he is credited with one-half hour on the one-third basis, and receives that much extra pay. He then takes the next job, and working at the same pace or a little more slowly he will probably find himself making nine hours' pay in eight hours' time, as he receives his day's pay for the eight hours' work and, in addition, whatever his share may be of the time saved on the limit set. Such a system could be used to advantage in the printing business, but not at once, as it would take some time to collect and analyze the time records for the various operations and jobs, these never having been prepared.

The drawback to all systems of piece work and bonus paying is the temptation for the workman to slight the quality of his work in his anxiety to beat the record and thereby get more production and bigger pay. This necessitates the use of a careful system of inspection, which is expensive.

On the other hand, so few firms have been able to resist the temptation to shorten the time allowance every time it is beaten, or to reduce the price per unit every time the piece worker makes big wages, that the system may be said to be impracticable until such time as we have educated a race of employers and employees whose aim will be to do the right thing all the time, and then there will be no need for any bonus system to induce workers to do their best and compel employers to pay full value for the production received.

Unless the bonus is fixed for a long period and the allowance made on the same basis of time, there soon comes a point where the increase of production is quite small, because the worker is afraid to do his best, feeling that to do so would call forth a downward readjustment of either time or bonus.

No. The time is not yet for a general bonus system for equalizing and proportioning wages and production.

Too Much and Too Little.

Recently, upon meeting a fellow printer of our earlier days, we asked him the usual questions as to his health and how he was getting along in the world. To the first question the answer was quite satisfactory, and his appearance confirmed it. To the latter he replied: "Well, it is just this way: When the old man died he left me his print shop and it has been a millstone around my neck ever since. Some day I am going to throw it away and start all over fresh."

This started some unusual thoughts and caused the asking of some personal questions, for he used to be one of the good printers who are very particular about having the spacing and proportions just so and the type just the right size, so we thought that perhaps he was trying to give his customers too much for their money. One answer he gave, however, solved the problem. Asked regarding the type faces he had and what one he personally preferred among the present day faces, he said: "That is the whole trouble with that cussed plant. The old man bought everything the typefounders made, and there are too confounded many fonts and faces, and too little type."

He is in just the position of hundreds of other printers all over the country. They have bought small fonts of many new faces because they were attractively presented by the type salesman, or because some customer demanded a special face, or for no reason at all, until their plants have entirely too many faces and too little type for economical production of printing. Some day he will screw up courage, dump those many half-worn faces, and install a non-distribution system with its large fonts of a limited number of desirable faces, and this will give him the moral strength to refuse jobs to be set in special faces unless placed at prices that will pay for those faces and allow them to take their place in the scheme of non-distribution.

And even if he continues in the old way of using type over and over, he will find that the big fonts will save him the money now being lost in paying for the time that his compositors spend in sorts hunting, picking, and restoring picked letters to live jobs. But as the lady of fashion says, "Such things are not considered in good taste in these times." Certainly they are not profitable.

It is not so much how many pounds of type you have in your plant as how many pounds are available for every day use without waste. Fifty fonts of fifty pounds each are worth more than five hundred fonts of five pounds each.

JOHN SMITH'S BOOKKEEPING.*

NO. 5.- BY R. T. PORTE.

Synopsis of preceding stories.—Having acquired a half interest in the Bldon Banner, and assumed the business management as well as the machanical management, John Smith rearranges the plant, puts in a system for keeping track of advertisements and jobwork, and has the cashier of the bank help install a system of books, much to the amazement of his partner, Jefferson Bell, who is the editor. Mamie helps with the books and the serting of type.

Cash



HERE is no question but that all country newspapers make money. If they did not, how is it that so many stay in existence? Perhaps, when we say existence, that just about answers the question. They simply exist, and that is all. Yet, ask the average editor or publisher if he is making money, and he will at once assert that he is making

"good" money. It is not the plan or the desire right here to contradict that statement. It would not do any good to do so—it would not change the situation in the least. The Banner for ten or fifteen years had in some way managed to come out each week. All its bills were paid, and Jefferson Bell owned a little home on the edge of town. He ate three meals a day, and had a bed to sleep in. Did I say all bills were paid? They were, simply because nothing was obtained without the money in advance. Perhaps there had been a time when goods came on thirty days' credit, but that was long ago.

Yes, Jefferson Bell had prospered, in that he had managed to make a living and keep the wolf from the door, but he had become indebted to John Smith, his printer, now his partner, and to the bank. This he counted as rather unfortunate, but still perhaps not so unfortunate after all, as he owed neither of them at the present time, and did not have to worry about Smith quitting him, and also he did not need to worry — if he ever did worry — about getting the money to pay Smith every week.

But Jefferson Bell had a wife behind him, as has many another publisher. Some one has said it is not to the credit of the country publishers that they manage to live and keep going, but to the credit of their thrifty wives. And Mrs. Bell was thrifty. She managed her home well, wasted nothing, and, being able to sew, accomplished wonders with a few yards of cloth. All the credit for getting along need not go to Jefferson Bell, not by a great deal. Many a time Bell came home on the day the "insides" were expected to arrive, and told his wife he did not have enough money to pay the C. O. D., and some way Mrs. Bell happened to have enough to help out, and

I like Jefferson Bell. I love him — a kindly man, with a great big heart, and with a great love for his newspaper, the child of his brain, the creature of his living thoughts.

another issue of the Banner was saved to the world.

Over my desk there hangs a picture. The central figure, the only figure, is that of a young man, sitting before a table on which lies a violin. His right hand is extended to the table, and the fingers are in the attitude of beating time. The window before him is open, and his gaze is far out to the great beyond, and through the haze of his cigarette smoke does he look. The picture is called "World Lost." He knows nothing of the world, to him it is lost, and just the dreams of his music, the thoughts that come to him, are the only realities of the moment. Nothing else matters.

Now, this picture is almost that of Jefferson Bell. He lived in an atmosphere of his own — far from the realities of the world — where great words were written, where noble thoughts were given, and material things were not of any worth.

Do you get what I mean? He simply — to put it in slang phrase — could not get down to earth. He was not materialistic. He could not think of such things as profit. If you were to ask him to define "profit" he could not do it in the sense that it means making a certain sum of money over and above a living.

A well turned phrase, a neat sketchy piece of writing, and an interpretation of Shakespeare appealed to him. He was a great friend of the principal of the school, and of the ministers of the town, who often visited him at the office and also at his home and discussed many things that the average man would consider a waste of time talking about.

John Smith was exactly the opposite. You could not possibly picture him dreamily looking out of the window, his fingers tapping the time of a tune that was but a thing of his brain, and with all the rest of the world shut out. John had about as much music in his soul as there is in a tin can. His sole contribution to the uplift of the world was a low, soft whistle, but what the tune might be no one has ever been able to figure. If he ever entered into a lengthy discussion over some obscure subject no one ever heard of it. But mention something about statistics, or figures, and just plain money, and Smith was ready to take part.

Bell had kept his books in his head—at least that part which had to do with expenses and receipts—and nothing was thought of profits. He was perhaps like many another printer and publisher—if he had some money in his pocket on a Saturday night after paying the help and the rent, and paying for other things, then he had made some money and business was good. Otherwise, if he had but little money, business was poor.

Not so John Smith. His little book contained a record of every cent he had received, every cent that he had spent, and his bank book told of the balances left over, which might be termed a profit. He always knew where he "was at." There never was any guesswork about that.

This being the case, it could only naturally be the result that Smith would want to know just where the money came from to keep the *Banner* in existence, and always where the money went. He would never be content to pay bills out of money on hand, and divide if any was left over. Not John Smith

I knew of two printers who actually conducted their business in that manner. The total receipts each day were divided between them, and when a bill had to be paid, each paid his half. It may sound good, but it is a mighty poor way to run a business.

Smith had found out that whenever he received money he had to do something with it. Either it was spent or put aside for saving. The idea got into his head that in every transaction there are two sides, and two records must be made of the transaction. When he talked this over with the cashier of the bank he soon learned of one of the laws of bookkeeping, which it is just as well to discuss here.

The first point that should be impressed on the mind of any person who wants to have a system of bookkeeping is that whenever a debit entry is made a credit entry must also be made. Books must balance. If \$5,000 is put into a concern, then each person putting in any part of that sum is credited with the amount he has put in, but cash is debited, or shown to have that amount. When the money is spent, then cash is given the credit, and whoever gets the cash is debited.

It is the common law of mathematics, and also of nature. Just as a pendulum swings to the right, it must also swing to the left. It is the law of balances, or the positive and the negative. Each must be used in the keeping of books.

If the income must be debited with whatever is sold, then it must be credited with the cash that is received, in order to show how much of the possible income actually becomes money.

^{*}Note.— This is the fifth of a series of twelve stories about John Smith, printer and publisher, and his methods of keeping accounts. Copyright, 1920, by R. T. Porte.

It became very hard for Jefferson Bell to realize that he must no longer put the money he received for subscriptions, or anything else, into his pocket, and promptly forget about it, except to spend it. This had so long been a custom with him that it took extra strong mental power to get over the habit of putting into his pocket whatever money he received and forgetting to turn it over to Mamie to be accounted for.

Smith had the good sense to remember that this had been Bell's habit for many years, so he bore with patience the many slips where Bell forgot to turn in the cash.

Gradually Bell acquired the habit of turning in cash he received from subscribers whom he chanced to meet on the street, and who wished to "pay up for the paper." Especially did this impress him as being right when at the end of the

curiosity was taking hold of Jefferson Bell, and that there was something on that desk he wanted to know more about.

Finally, just before noon, he went over to Mamie and asked her to show him more of that book they were keeping the accounts in.

"Oh, Mr. Bell," Mamie exclaimed, "we don't keep the accounts in that book. It is simply the book the daily transactions are put in, and then afterwards they go into other books."

"Well, how many books do you need?" Bell asked rather impatiently. "I thought that this book was all there was to it."

Mamie glanced at John Smith, who was at work filling galleys with dead matter ready for distribution, and having received a nod she turned to Bell and started to explain some

DATE	TE ACCOUNTS		INCOME I CR.							R.	CASH							
9LL	NO.	FOR	DESCRIPTION	JOB W	DRK /	ADVERT	TISING	LEGA	LS	STATI	OWERY	SCRIPT	TION I				DR.	CR
20	100	PERSONAL PROPERTY.	BROUGHT FORWARD						3.0					Ш				
Con 1	200	Office Furniture	Inventory			111								Ш				
		Comprising Room	"															
		Job Prises												Ш				
38	200	Colinder Press				111								Ш				П
36	150	Bindery	14			III								Ш				
		Int Stock								1.1				Ш				
5		accounts Ric.	- 69	67	25	108	65	111	30		40							
9	1.59	back in hand												П		3	215	
7. 15	1	Sethmon Bell	Partner					111										
		John Smith	н									111						
1	1	alex starrelan	Subscription			111						11/	00		100		100	
		Inn B. C. Hay								111		111/	00		100		100	
-	21	Proples Oxpt. Ston	5m States.	100	50	111		111						Ш				
2	22	Citizens Bank	500 Notes	12	7.5			111										П
		R.B. Wilson	Subscription			111						11/	00		100		100	
3	24	Chio Real Estate Co.	500 Land Tolders	16	00	111				111				П				
		p 4 4 4	Supeription			111				Ш		111	00		100		100	
4		Oliver hismon.	" (2 yrs)			111						2	00		200		200	
		Whin Real Estate Co.	200 Centrals		25	111		111		111		111		Ш				
1	26	James Hode. Lo	500 Statemente	12	75	Ш						111						
	2	Dennis In Quina	Subin					111		111		111	00		100		100	
5	27	Ladie aid dociety	250 Dodgen	11/	25	111		111				111-						
5	28	Q.a. mickelson	100 anothin Bills	6	co	111		111		111		111						
9			Sufrcription	1111		111		111				1	00		100		100	
-	-	aminan Exp los.	Ready Prints	111		Ш		111										6
12			TOTALS	108	7.5	108	45	11/1	30	116	140	8	00		800	1	015	1

Fig. 1.— Page 1 of Combination Cash Journal, Showing Credits for the Income Accounts, and also Cash Entries.

first week in November Smith handed him \$18 in cash, with an understanding that thereafter each member of the concern would have his salary paid each week — Bell and Smith alike, except Smith would take fifty cents less a week. Nothing could have impressed Bell more than this, as he had never taken any stated sum from the paper each week, and it would have been difficult for him to really say how much money he had ever taken from the concern. That weekly receipt of a salary from the business meant more to him than Smith realized. Other things done to put the place on a business basis were more or less irritating to Bell, but for him to know that each week he would receive a stated sum was truly an awakening as to the possibilities of running a paper on business principles.

That night when he went home he took the \$18 and handed the sum to Mrs. Bell. That she received the money in surprise may be putting it mildly, and both she and Bell talked that night for several hours about the change in affairs in the running of the *Banner*, and about John Smith in particular.

Next morning Bell went about his work at his desk in the same way as usual except that he would glance frequently at Mamie's desk, and once or twice he got up and walked over to it. To one who was watching him it was very plain that

things about the "Combination Journal," which he was very intently examining.

"You will remember, Mr. Bell," Mamie said, "that when you were here the other night the cashier explained about putting down all the transactions in this book, and that it was the book of 'original entry,' as he called it. He also explained about the various items, and how they were debited to the 'Income' column.

"You will see on line II (Fig. 1) that the dollar Haverlan paid on subscription has been debited to 'subscription,' as have eight other items. You remember that Mrs. Aldrich did not pay for the twelve copies of the paper she wanted, so there is no cash entry for that, although subscription is debited (Fig. 2). Notice that alongside of the word 'Income' there is a dividing line, and that 'Cr.' is printed in the next box heading. This is for placing the amount of credits or the amounts paid that have been debited to the various items under 'Income.' By adding the total of the various items of 'Income,' and taking the total of the 'Cr.', and subtracting that amount we will have the balance that is owing us from everybody."

Mamie then went on to explain that "Debit" represented what was due the firm, and "Cr." the amount paid the firm. Having credited "Income," it was necessary to transfer the amount to something else, and as it was cash, then "Cash" was debited with the amount of money received.

Line No. 8 (see Fig. 1) showed that there was \$52.15 on hand the first of November. During the week enough had been collected so that the total debit column on the second page (see Fig. 2) showed a total of \$61.35. During that time some money had been spent, and "Cash" had been credited with whatever had been spent, so that the balance on hand at that time was the difference between \$61.35 and \$57.31, or \$4.04. That was the total wealth of the concern in cash at that time.

"Then at any time you have simply to take one sum from the other and the cash you have on hand should equal the difference. Am I right?" Bell asked. "A lot of things have got to happen first before we think about using them. I'm going to dinner."

And Mamie and Bell followed his example.

PRICE CUTTING IS PEANUT SALESMANSHIP.

The price cutter is worse than a criminal. He is a fool. He not only pulls down the standing of his goods, he not only pulls down his competitors — he pulls down himself and his whole trade. He scuttles the ship in which he, himself, is affoat.

Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled down.

Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up.

DATE		ACCOUNT	NTS	INCOME					CR.	CAS	CASH	
19//	NO.	FOR	DESCRIPTION	JOB WORK	ADVERTISING	LEGALS	STATIONERY	SUB- SCRIPTION		DR.	CR.	
		1	BROUGHT FORWARD	109 75	10865	11/30	140	800	8 00	6015	68	
Non 6	23	Banner	1320 Copies									
		44	3 Cois Plate									
		RW. Inatthews	Sub.					100	100	100		
		Proples Webt Ston	adv. 30 in.		1 300							
-		Citizen Bank	**		11 7.5							
1		Weston AlVertoard	Leant (26 lines)			11 78						
	1	Prople Rept Ston	18 Lines Reader		11/80							
	53	Worter Gamble	"Titorie" 12 in.		1/20							
		R. L. banson, atty	"Put for Rows 24 lim			144						
			(first time)									
	60	A. R. Folsom	Clasted adv. 3 lines		15							
		marie 4 Son	"Puland"- 18 in		11/270							
		In P. S. aldrich	1201: Pol				III	11/60				
	51	a. L. Wilson	elifd adv 3 line		15							
-	50	a. In Thompson	3		15							
	48	Citizanie State Bank			11 40		111					
	35	Which al Estate Co		III	20						TIT	
	45	The Terrery	18 in adv.		11/80						TIT	
	58	The Teggery	10 in adv.		1 50							
		Lucy Hillan	4 sheets cord bourd	TITT			11 20	1111	20	20		
		Central Chio Paper Co	In wise Paker Nov 2								8	
		P	Friedly Rosens									
		Jefferson Bill	Salary								18	
		John Smith	,				IIII				17	
		manie Brown		1111							6	
			TOTALS	11675	12055	1/352	160	960	920	6125	573	
_				14/13	72000	11003	700	700	-	1000	14/13	

Fig. 2.—Page 2 of Combination Cash Journal, a Continuation of Page Shown Opposite.

Mamie assured him that he was right, and also that they not only would know exactly how much business had been done but also how much had been paid for, where the cash had gone, and the amount of cash on hand.

It was all very simple. The jobwork or advertising done and the subscriptions received were entered in the right columns. If paid for at the time, the "Income" was credited and "Cash" debited. If paid for later, the same thing was done. Any person could readily see that at the end of the month every business transaction would be shown, and also how much of it had been paid for, how much cash had been spent, and the balance of cash there was on hand.

"And to think," Bell said as he went to his desk, "that all these years I have thought bookkeeping was so complicated. That seems simple enough."

"You are right," John Smith said, stopping his work for a moment. "There is nothing so wonderful about bookkeeping, only the trouble has been that too many books have been used to do a simple thing."

"Well," Mamie put in, "just what I explained to Mr. Bell is not all there is to keeping that book, I am sure, although that is as far as the cashier has shown me. How about the rest of the columns in these sheets?"

Who gets the benefit of price cutting? Nobody.

The man who sells makes no net profit; and the man who buys soon finds himself getting an inferior article.

No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty soon he is compelled to use cheaper materials, and to cut down the wages of his workers.

The man who cuts prices puts up the sign: "This way to the junk heap!"

He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business. He admits he can not win by fighting fair.

He brands himself as a hitter below the belt.

If the business world were dominated by price cutters, there would be no business at all.

Price cutting, in fact, is not business any more than small-pox is health.— Photoengravers' Bulletin.

IMMUNITY.

"What are you going to do about the luxury tax?"

"Nothing much. When I get through with the regular tax I won't have money enough to buy any luxuries."—Exchange.



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"From Paper Mill to Pressroom."

Papermaking is generally supposed to be an unexplored subject, but William Bond Wheelwright, in his latest book, "From Paper Mill to Pressroom," brings the art of papermaking to the understanding of even the uninitiated. The book is a reprint, with a few slight revisions, of a series of articles which appeared in The Inland Printer from January, 1015, to October, 1015.

It has been the purpose of the author "to present a treatise on paper free from confusing technicalities, yet sufficiently intimate to be of service alike to the manufacturer, the salesman and the consumer of paper, viewing the subject in a broad way from the paper mill to the pressroom."

Two chapters have been added, namely, "The Paper Trade" and "Importance of a Knowledge of Printing." The other chapters are: "Tradition and History of Papermaking," "Raw Materials," "Future Fibre Possibilities," "The Constituents of Paper," "Papermaking," "The Physical and Chemical Aspects of Paper," "Appraising and Testing Paper," "Pressroom Difficulties."

When published serially in The Inland Printer, the articles filled a long felt want, and in their present form will make a valuable addition to the library of any one interested in the subject of paper.

"From Paper Mill to Pressroom," by William Bond Wheelwright. Published by George Banta Publishing Company, Menasha, Wisconsin.

"Time-Telling Through the Ages."

Robt. H. Ingersoll & Bro. have favored THE INLAND PRINTER with a copy of the book "Time-Telling Through the Ages," which they are distributing to a number of friends in celebration of their twenty-fifth anniversary as watchmakers. Mechanically the book is a gem. Walter D. Teague, whose work has been reproduced in the columns of THE INLAND PRINTER, acted as art director and supervised the preparation of illustrations, typography, and other art and mechanical features. A critical examination of the work shows that he has indeed done his work well. "Time-Telling Through the Ages" is a handsome volume of 294 pages, bound in boards, with cloth back. Antique finish book paper has been used for the text pages, and the full page illustrations, of which there are twenty-four in half-tone, are printed in sepia duotone ink on white dull enamel stock. Original Caslon Old Style, with monotype old style, have been used with pleasing results. The pages have ample margins, and have been arranged for easy reading.

The book is more than a mere advertisement for a business firm. As Dr. Frank Crane says: "This book is a record of something done. It is the story of a great achievement. It tells how ambitious and determined American young men applied themselves to one problem of their age, took at the flood that tide which bears on to fortune, became successful manufac-

turers and merchants, gave employment to thousands of self respecting workmen, and applied a useful and necessary article of personal use to millions of their fellow beings."

"Time-Telling Through the Ages," by Harry C. Brearley, prepared under the direction of the Brearley Service Organization, New York city; published by Doubleday, Page & Co., for Robt. H. Ingersoll & Bro., 315 Fourth avenue, New York city.

"National Edition of the Printing Trades Blue Book, 1920."

The Illinois edition of the Printing Trades Blue Book, and the Printing Trades Blue Book for New York and surrounding territory are already well known to most of the members of the printing fraternity. These books cover the two most important centers of printing, and it only remained for the publishers to produce a directory covering the territory outside of New York and Chicago. This has been accomplished in the national edition of the Printing Trades Blue Book, a copy of which has recently been received by The Inland Printer. Although the publishers modestly state that they have but "scratched the surface," a careful examination of the book shows that it goes a long way toward covering a field which has heretofore been almost untouched. In the general directory will be found listed almost every manufacturer selling to the printing trade, as well as nearly every manufactured article for the trade known by a trade name.

The national edition may be secured from A. F. Lewis & Co., 668 South Dearborn street, Chicago, Illinois, or 41 Park Row, New York city.

"Thomas' Register of American Manufacturers."

Although several months late, the eleventh edition of "Thomas' Register of American Manufacturers" has made its appearance. Owing to the shutdown of all the larger pressrooms in New York city last fall, work on the directory was suspended until December 15. Since that time the publishers state that the work has proceeded night and day.

The book is said to be the largest publication of its kind ever issued, containing more than four thousand five hundred pages, with over five thousand eight hundred advertisements. It shows not only the names of sources of supply, but in many instances the advertisements furnish the data desirable in making selection.

For convenience, the directory is divided into three main sections — (1) alphabetical list of products, (2) "A-Z" index to manufacturers, giving the home and branch offices, names of individual officers, etc., (3) trade name index, arranged alphabetically by trade names or special brands. Other smaller divisions give the names of leading banks, manufacturers' representatives, exporters and importers, extended indexes to sections, etc.

"Thomas' Register of American Manufacturers," published by Thomas Publishing Company, New York city. Price, \$15.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Does Cold Affect Metal Bases?

A Long Island pressman writes: "Through your column I should like to know if other cylinder pressmen have had experience with metal bases such as I have. After using one of these bases for a few weeks I discovered one morning that it did not lie flat on its ends. I could easily push a two point lead under the base at both ends. I am positive that the base was wiped clean before it was put on the press. Is it possible for a metal base to be warped by the cold weather in a pressroom?" If any of our readers have anything to offer on this subject we shall be glad to receive their opinions and pass them on for the benefit of the trade in general.

Ink Does Not Remain Against Fountain Roller.

A Virginia pressroom superintendent, among other things asks what may be used besides oil to thin down ink so that it will remain against the fountain roller and not push away as at present.

Answer.— Where the ink does not remain down against the fountain roller you may thin it a trifle with turpentine. To a large fountain full of ink add a half teacupful of turpentine, and stir in until thoroughly mixed. This usually gives the desired thinness to the ink and will not have the bad effects of oil.

Printing on Sandpaper.

A New York pressman submits several samples of sand-paper and garnet cloth, on the back of which he must print legibly. He states: "At present I am printing the sheets the same as if they were plain paper, but instead of type I am using a rubber stamp made hard for that purpose. I thought of a rubber tympan, but wish to know if you have any better suggestion. If a rubber blanket is needed, where can I get it? Can I print this from a plate instead of rubber stamp?"

Answer.— Print from an ordinary rubber stamp. Using a rubber blanket will increase the resiliency of the tympan. A piece of rubber suitable for the work may be procured from a dealer in rubber supplies for engineers, etc. Do not attempt printing from electro or any hard plate.

Register Colorwork on Two Presses.

An Indiana pressman writes: "Will a sheet of colorwork register if one color is printed on one press and the other color on another press? Pressmen have always insisted that to get proper register both colors should be run on one press at the same rate of speed. Does it make any difference if run on two different presses at different speeds?"

Answer.—We are of the opinion that if the sheet is fed to the guides having contact with the sheet at the identical points, the register will be the same as if printed on one press, provided that the lifting of the guides and the gripping of the sheet occur without any shifting. If the grasshoppers are used in both cases and the sheet is taken by the grippers, which should take the sheet with identical guide clearance, we can not

see that any difference can occur even if the speed varies. We believe the best test would be with automatic feed on two different presses on different speeds. We should like the opinion of color pressmen on this subject, with reasons pro and con.

Tympan for a Colt's Armory Press.

A Western pressman desires information relative to make ready on platen presses, especially as applied to the Colt's Armory press, also books on die cutting and embossing.

Answer.— Before make ready begins on a press, a suitable tympan must be prepared, though it appears that pressmen do not agree on the point of how much tympan should be used. Only recently a letter from a Southern pressman informed us that he was having trouble of some sort or other, and he was wondering if four pressboards and quite an addition of paper was enough tympan to use. He probably will be surprised when he reads the press manufacturers' advice regarding the amount of tympan to use. It reads as follows: "We have found in our experience that the best make ready on a Colt's Armory platen press is a very thin make ready, such as three sheets of manila paper, fiber board, additional sheet of manila paper make ready, with oiled sheet covering all. The object of the oiled top sheet is to keep all the moisture away from your make ready." We believe that too much tympan on either cylinder or platen presses is often responsible for evils that arise in presswork. In cylinder machines keep the cylinder bearers tight against the bed bearers, and in platens avoid overpacking. Several books on die cutting and embossing are listed in our catalogue, a copy of which will be sent on request.

Artificial Daylight for Color Matching.

In an address given recently at St. Bride Institute in London, E. G. Phillips, chief of the electrical department of Boots, the Chemists of Nottingham, England, referred to an apparatus for furnishing artificial daylight. The Sheringham light is an invention of George Sheringham, who has discovered a means of producing a light that closely imitates daylight. It is obtained by the use of an apparatus in which any artificial light may be thrown onto a shade, on the under side of which is a color design marked out in accordance with the light absorption curve of the light employed. In effect, a proportion of the red and the yellow rays is absorbed by the shade, and the blues and the violets are apparently accentuated, only apparently, however, because it is impossible to obtain more than what actually exists in the light; but, owing to the absorptive action of the pigments, the proportion of the blue and violet is increased. Research work in connection with this light is still in progress. The lecture appeared in full in the March number of The Caxton Magazine.

In the matter of artificial daylight, we may state that in Chicago a number of photographers are equipping their studios with a portable apparatus, which will enable the camera man to take his outfit into a home or shop and make an exposure to secure a negative where under ordinary circumstances a magnesium or arc light would have to be used. It is mentioned in this connection that the apparatus is electrical and may be connected to any ordinary lamp socket. The exposure of the plate is reduced to daylight periods by this new apparatus, we understand.

Narrow Colored Edges on Greeting Cards.

A Nebraska correspondent writes: "Can you tell me the simplest and best way to put colored edges on greeting cards? I understand they are painted on. What method, tools or arrangement is there for arranging the pile of cards to paint them?"

Answer.— The color may be applied to the edges of cards with a sponge moistened with a liquid made by dissolving the desired colored dye in hot water or in wood alcohol. Care must be exercised in the work to prevent the color running into the stock. The sponge or cloth which is used must carry but a small quantity of the coloring medium, which should be applied with a quick sweeping motion. A safer way is by using colored printing ink on a soft composition roller. The preparatory part of the operation for applying either the liquid color or the printing ink consists in placing, say, fifty cards or sheets of paper on a waste sheet somewhat larger than the sheet to be colored, roll or scrape the sheets apart from one corner toward the opposite corner, diagonally, until they expose the desired margin. Distribute the ink uniformly, and apply the color to the exposed edges by an outward movement of the roller while you are pressing down firmly on the cards. When the color is applied, set the cards aside until they are dry, and repeat the operation from the opposite corner.

Wrinkling of Sheets on Cylinder Press.

A Texas printer submits a sheet of enamel paper printed in red ink. The pages are enclosed with a two point rule, and sheet wrinkles occur on the rule at one edge of the sheet. The letter reads: "We are running the enclosed form on a pony press with eight plates, and are having considerable trouble with sheets being badly wrinkled, which you will observe from specimen enclosed. Please advise whether it is due to any fault of the tympan, or to the number of plates locked up on this form, or to the make ready. Our pressman contends that the trouble is caused by the number of plates locked up on the form, and that there is no remedy for the trouble."

Answer. - A plate or type form of this character is always prone to give wrinkles, as the rule enclosures prevent the slight distortions from working out toward the rear end. If your cylinder is equipped with a hard packing composed of several thin sheets of pressboard, we suggest as a preventive, when a job of this character is to be run, that you use one sheet of the pressboard just under the top sheet. This will make it necessary for the pressman to place the regular tympan sheets under the top pressboard. Where the pressboards are thick it will be necessary to try the following method: Instead of a regular tympan use a few sheets of top sheet or thick smooth manila for a tympan. If this material is not available, use one or two sheets of bristol or manila tag board for a tympan. Put the make ready on the under sheet, and run the form with as light an impression as possible. Be certain that the grippers and guide rests do not cause an upward curve of the stock, as this will cause a wrinkle to appear at the opposite end of the sheet. To ascertain how the sheet appears on gripper edge, stop cylinder after sheet is withdrawn from the guides, and see if the edge lies flat to the tympan. If an upward curve appears where the sheet touched the guide it may be corrected by lowering the guide rests so that the guide almost rubs the packing. The principal trouble on forms of this character comes from yielding plate bases and tympan, combined with heavy impression. It is avoidable by use of hard tympan and light impression. We have seen wrinkles on thin stock smoothed out by placing a wide double thickness of smooth heavily oiled manila wrapper between the cylinder and the sheet guards. The upper end of the folded sheet was creased and fastened over the sheet guard screws on the rod, and the lower ends of the sheet would come down to the lower end of the sheet guards. The guards would be reset when the cylinder had a sheet, and with the grippers down to the bottom. Begin setting guards in the center, and work toward outside; do not make them press too tight. This method has some merit, and keeps sheets that are torn or turned from being caught in rollers. In backing up cylinder be careful that it does not tear the attached sheets.

Wants Books on Cylinder Presswork.

A Utah concern operating a private plant writes, in part, as follows: "Please send us information on books suitable for instructing men in regard to the operation of cylinder presses. We are having considerable trouble with the register of a cylinder press, and desire information as to the way to overcome this trouble."

Answer.— The best book on general presswork is the "American Manual of Presswork." This book, with "Modern Presswork," by Gage, should be in the hands of those who are beginners in this branch of printing. The knowledge obtained from these books can not be otherwise secured without long experience at the trade. With the aid of these two books, capable beginners can secure fundamental facts that will greatly help them in their work. In regard to register of printed sheets, there are various causes that may produce irregularity in the register, such as imperfect feeding, wrinkled stock, unseasoned stock, guides rising too soon, grippers causing the sheet to wrinkle and to slip away from the guides. grippers not holding the sheet tight enough, feed board not being rigid enough sidewise, form shifting after job is started. etc. Usually a pressman of experience will be able to determine just where the fault lies when irregular register occurs. A beginner, however, has not become acquainted with the various details of the work that may lead to bad register, so that if he reads the books mentioned it may be a suggestion as to causes with which he is unacquainted.

NEWSPAPER CONSTITUTES TOWN'S ARCHIVES.

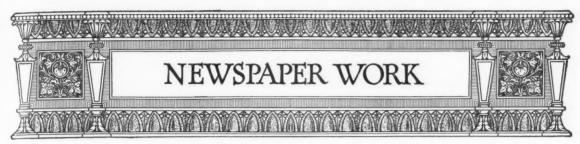
"Can you tell me the date the Baptist church burned $-\mathbf{I}$ mean, of course, the famous fire that all the old inhabitants talk about?"

The librarian looked up from her work. "No, I can't tell you the exact date, but I think I can find it for you quickly, for we have the files of the local paper since it was started. My impression is that the fire—the big fire, as they call it—was about 1873, and it won't be a very long job to look it up."

She went to the stacks in the rear of the library, pulled out a dusty bound volume marked "Herald, 1873," and spread it open on the table. "Ah, here it is," she said, after a minute spent in turning over the yellow leaves.

The person who had inquired for the date, a member of the Woman's Club of the town, sat down and read the article. "This gives me exactly the information I want," she said.

"I thought it would," said the librarian. "I fear most people do not appreciate how valuable is the local newspaper from the viewpoint of local history. In fact, it seems to me that it is about our only source. Only when an event gets into print is it officially recorded and filed for reference. Flimsy as it is, the printed word of today is the counterpart of the ancient stone inscriptions that give us records of a long ago yesterday. I consider the bound volumes of the local paper our most valuable possession."—Publisher's Auxiliary.



BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago.

If criticism is desired, a specific request must be made by letter and stamped self addressed envelope enclosed when reply is desired by mail.

Do Not Jump at Space Costs.

It is reported that the committee selected to ascertain and decide upon a basis for selling costs of newspaper display advertising will make its recommendations soon. As this is a very important matter we hope the decision will not be arrived at hastily or on any false basis. While most publishers of small dailies and weeklies now know, and lament the fact, that they have not been getting adequate rates for display space, they also know they must depend upon their local communities and accept local conditions that have been developed, not as those conditions perhaps appear to outsiders.

For instance, it was stated three or four years ago that no community newspaper, however small, could handle display advertising at less than 10 cents an inch. This was supposed to apply to all papers having a circulation of 500 or under. Later it has been established and recognized that such papers can not handle display advertising at any such rate with financial success. Fifteen cents an inch was regarded last year as more nearly right - and not half of them felt they could reach that rate and continue on good relations with their local business men. Now it is as fairly established that 20 cents an inch will not any more than let the smallest newspaper publisher out whole on display space, counting his own salary and overhead, which should be counted. Granted, so far as that is concerned. But suppose this committee shall recommend a proposed sliding scale for display space based on 20 cents an inch for 500 circulation, and then add one cent an inch for each 100 circulation on all above that. Has anybody a cost system or an accounting system that will show there is that difference in cost for each 100 of circulation? We dare say not. Therefore, any such recommendation must be largely based on guesswork, and nowadays we are all trying to get away from that.

We have in mind one of the very largest weekly paper publishers of this country who has maintained no sort of accounting system save that of a good cash book and a bank account. He has been selling over 5,000 circulation at 20 and 25 cents an inch, and has been cleaning up a profit, he says, running into five figures. Granted again. But he has not had to account for his real overhead - for his own salary, or for depreciation charges, rent, losses, etc. Good business today requires that all this should be charged in any industry. But the fact remains that he has been very successful, and we doubt if any cost system will show that 2,500 of his circulation costs him or should sell for 40 cents an inch when the first 500 circulation is charged at 20 cents an inch. Going further along, suppose the recommendation of the committee should be that for each 500 circulation above 2,500 the display rate should be 3 cents an inch more, or 43 cents for 3,000 circulation; 46 cents for 3,500; 49 cents for 4,000; 52 cents for 4,500, etc. Does anybody know that the cost or selling price should be advanced 32 cents an inch above the first 500 for a 4,500 circulation?

In this cost and selling price discussion absolute fairness should be observed and care used before making a basis rate that only a small proportion of publishers dare even approach. Competition now makes daily papers in many places sell their space at less than 3 cents an inch for each 1,000 of circulation. These daily papers are going directly into the local fields around them in competition for the large volume of farm sale and other local advertising that the smaller papers have developed. To some thoughtless persons 1,000 circulation is 1,000 circulation, no matter how it was secured or where it goes. The sellers of such circulations most easily and casually state to the prospective buyer of space what an enormous amount more of publicity is to be obtained at 3 cents per 1,000 than at 10 cents per 1,000, or 6 cents, as the case may be, for the amount of money appropriated. Today it is usual to see farm paper circulation being sold that is largely blue sky for those who buy it as compared with the concentrated and complete circulation of more local mediums.

Hence we urge again that every care be taken to ascertain the facts, not the wishes of sellers of space nor buyers of space, nor the view of the profiteer in recommending local newspaper space rates for general adoption. It is bad leadership that leads to ruin.

To Help Print Paper Conditions by Killing Customers.

The present desperate situation with regard to news print paper is causing no end of thought and speculation as how to handle the question through national legislation. We have believed all along that the less Congress "monkeys" with the situation the better off all publishers will be in the end. Jumping at legislation of this or any other kind without sufficient facts to procure intelligent action is likely to result in the proverbial change "from the frying pan into the fire."

Recently a revolutionary bill was introduced in Congress, which possibly should be read in its entirety for all to appreciate its meaning, and it is as follows:

H. R. 12976. (Second Session.) Introduced, March 8, 1920, by Representative Thompson, of Ohio. Referred to the Committee on Ways and Means.

To increase the revenue of the Government of the United States and to conserve the supply of print and other paper by imposing a tax upon advertisers.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled. That from and after the passage of this Act there shall be levied, assessed, collected, and paid by the advertiser upon all advertisements in any book, magazine, or newspaper having a circulation of five thousand or more, pamphlet or other publication entering the United States mails a tax equivalent to ten per centum of the sum usually charged by the publishers of such book, magazine, newspaper, pamphlet, or other publication for such advertising matter: Provided, that such tax shall not apply to nor be collected upon classified advertisements when the same is a bona fide advertisement of articles "lost" or articles "found," of "help wanted," of "positions wanted," nor to bona fide public sales at auction of live stock and farming implements and utensils.

Sec. 2. That there shall be levied, assessed, collected, and paid by the advertiser on all advertising matter other than that specified in Section \boldsymbol{x} hereof a tax equivalent to fifteen per centum of the sum usually charged for the production of such advertising matter.

SEC. 3. That such person, corporation, partnership, or association receiving any payments referred to in this Act shall collect the amount of the tax imposed herein from the person, corporation, partnership, or association liable therefor, and shall make monthly returns under oath, in duplicate, and pay the taxes so collected to the collector of internal revenue of the district in which the principal office or place of business is located or obligation for the collection of the tax arose. Such returns shall contain such information and be made in such manner as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may by regulation prescribe.

Of course, all publications affected by this bill will oppose it. It is discriminative and will doubtless have to be amended to include all classes of newspapers and periodicals or it will not stick, and therefore all publications will view it with alarm. Getting at the advertiser to make him let go his hold upon the columns of newspapers is the last thing any newspaper publisher should encourage. It is contrary to the policy the press has fostered from time immemorial. Indeed, the advertising columns of all publications are taxed enough now in the form of additional postage to have any deterrent effect on the advertiser which the proposed H. R. 12976 could possibly have, short of driving the advertiser out of all newspaper publicity. The theory is wrong, and the effect would be disastrous to the tremendous publishing industry of this

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Interesting and well balanced first page of *The Hastings News*, Hastings-on-Hudson, New York. Such a symmetrical arrangement of head lines as here found invariably adds to the attractiveness of a newspaper page.

country. It would, in fact, be the height of foolishness in legislation for any specific purpose to tax the customer out of business. It is earnestly to be hoped that the present print paper shortage will be met by real production of paper before some legislation is adopted that will be worse than the disease it is proposed to heal.

Observations.

Wage scales are going up even faster than we predicted in this department six months ago. We stormed and stressed to interest the smaller publishers and printers in the matter of getting apprentices started in the business. Now the

THE BIWABIK TIMES

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Another attractive first page — that of *The Biwabik Times*, from the great newspaper State of Minnesota.

demand for printers has reached the proportions of a panic. The large union shops have nowhere near their quota of apprentices, and in one whole State we have investigated the situation and found less than one hundred apprentices for the printing business. Taking into consideration the fifty per cent of printers who went to the war, forsaking the business entirely, and the loss of many from the business because of demands and higher pay in other industries, where is the ray of hope for the smaller employers unless they do start good boys and girls in the printing game? Five years from now we predict a very general shutdown or suspension of printing shops unless the ranks of the craft are augmented by apprentices started now. We can not forever lose at the skilled end of the business without supplying new material at the beginning. There are boys and girls waiting to learn the printing business if they only knew of the opportunities it presents now.

If you are a progressive publisher in these days you have to deal with the income tax collector. In fact, you ought to have an income on which there is a tax, whether there is one now or not. But the point is, have you made anything like an invoice of your business assets so that you can deal with the collector now or in the future without question? The value of a printing and publishing plant today may have to be reckoned somewhat intelligently five years from now or later, when it is sold. An invoice of your printing machinery, materials, paper stock and furnishings is not hard to make. Such an invoice should be in the office safe or in a private box at the bank

right now in order to protect you in the event that it should become necessary for you to collect fire insurance; as a guide to your widow or estate in case you should expire with the flu; and as a guide to yourself when it comes to handling the income tax man a few years from now, when you will have to make figures on the valuations of your plant as of the present date and then.

Many States are still in need of some standard for body type measurements. They are still operating under legislation that says the legal rate shall be so much "per folio" of so many lives, or so much "per square of so many lines," etc. Some state laws say the charge for legal publications shall be so much "per line." And then the size of type to be used is disregarded. This is freak legislation, almost, and should not be enacted. However, there is a real need for some authoritative organization in the printing and publishing business to say just how many ems of any size of type shall contain the alphabet, from a to x, y, z. As the square of any type is the "em" of that type, such a standard can readily be made and accepted as a legal basis for measurement of type lines in legal or other forms. The thing needed is an organization with authority to make it a standard.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY L. L. FRAZIER.

The Gothenberg Times, Gothenberg, Nebraska.—Your issue for February 11 is a fine one. Good presswork, a large amount of interesting news matter, excellent display advertisements and good make up combine to form an edition of which you may well feel proud.



The "Special Pershing Edition" of *The Dallas Journal*, Dallas, Texas, contained many striking and unusual advertisements, of which this one stands out as most out of the ordinary. The advertisements were for the most part planned by Boyd Benett, of the *Journal* chapel. The circle in the center of this advertisement is made of a single strip of three point hair line rule 220 feet long, which, if stretched out, would reach from the top of a sixteen story building to the ground.

The Biwabik Times, Biwabik, Minnesota.—The pleasing first page of your issue for February 20 is reproduced herewith. It is characteristic of the fine paper, the only fault in which is the use of ugly condensed gothic in advertisements. Don't use this in the advertisements—keep it where it is good, in news headings.

JOHN GREENLEE, West Union, Ohio.— We have yet to see a paper printed on the type of press you are using on which, if an adequate amount of ink were carried, there was no evidence of smear on the inside pages which were printed on the lower form. If the ink, the rollers, the paper, etc., are just right a certain amount of smear will be in evidence, which is caused by the web passing over the steel rolls and being backed up so quickly. When ink,



Four striking quarter page advertisements from the Dallas (Tex.) Journal, designed by Boyd Bennett.

rollers, etc., are *not* just right the condition is aggravated. We would write the makers of the press for a way out of the difficulty, although, frankly, we have seen papers by no means as well printed. Try this plan and let us see a copy after the change.

Belt Valley Times, Belt, Montana.—You are getting out a fine newspaper. The only fault worth mentioning is the make up of advertisements, which all too frequently are scattered over the pages without semblance of order. If you would adopt the pyramid make up we would consider the Times a one hundred per cent small-town paper.

The Summerland Review, Summerland, British Columbia.— Presswork is excellent, and the first page is interesting generally. It is not the best of make up, however, to have a large news heading at the top of each column on the first page. Such an arrangement confuses the eye. Spread them out a little—keep them apart and distribute the interest all over the page. Most of the advertisements are satisfactory, although not of a high grade. Several, we note, are crowded, due to your using larger type than necessary and emphasizing too many lines therein.

Walter C. Bentz, Fort Myers, Florida.—In general, the *Tropical News* is an excellent publication. Presswork and make up are of a high standard. The advertisements are well arranged and displayed, although it would seem with such a fine line of advertisements you would supplant some of the unattractive display types for more modern letters, which would increase the effectiveness of the display and improve the appearance of the paper generally. The checker board borders should also give way to the plainer line borders, which serve every practical purpose for which a border is intended, without the danger of detracting from the type.

VIRGII. E. SPROULL, Prosser, Washington.— The "Prosperity Edition" of the Independent Record merits high praise, especially as concerns presswork and the character and amount of reading matter it contains. The first page of Section One, on which you specifically asked our opinion, is a little too "fussy." It would be more satisfactory if there were no extensions at the sides of the panel containing the introduction to the edition. The four half-tones used on this page are too small, especially considering their importance in connection with illustrating the growth of the city. Make up is good throughout, and the advertisements are excellent — much better, in fact, than is usual in editions of this sort.

The Carroll Herald, Carroll, Iowa.—First page make up is admirable, and the large amount of interesting news matter is another strong feature of your paper. While the advertisements are not to be classed as poor, they would be greatly improved by the elimination of some of the antiquated and

unattractive type faces used, particularly the condensed gothics, and by a more careful distribution of white space. Sometimes, also, too many points are emphasized, and quite often there is not sufficient distinction between the display lines. Plain line borders would be preferable to the decorative borders you so largely use.

James J. Reid, Grant, Nebraska.—We can truthfully state that the Tribune-Sentinel is one of the finest small-town papers we have examined in some months. Manifestly you cover the news of your field, as is indicated by the exceptionally large amount of interesting local items. Make up of first and inside pages is the strong feature of the paper, although the first page would be more interesting in appearance—if not more interesting, in fact—if there were some snappy news headings, at least at the tops of columns. Advertisements are well handled in all respects, the large display

advertisements run together in effect and confuse a reader. Border lines mark the limits of display and thereby obviate confusion to the reader. There is not that attention to the niceties of distributing white space, which adds so much to the effect of advertising display, and there are often too many emphasized lines in an advertisement. The news features are well handled so far as we can judge from the paper, without a thorough knowledge of your particular field.

EDWIN BLACK, Preston, Iowa.—We regret the long delay that has ensued since the copies of the *Times* were received. They were inadvertently placed in the wrong lot and hence were carried over from last month's papers. We are pleased to state that in general the *Times* is a fine newspaper. The four column Stoltz advertisement, to which you particularly directed our attention, is admirably laid out and displayed. We have no suggestions



Jake & Bill, at Charles City, Iowa, are great advertisers, and find hearty and intelligent support from the ad. man on the Intelligencer. A spread like this, so forcefully displayed, can be depended upon to draw people to a store.

for Owen & Co., to which you particularly directed our attention, being especially well arranged and displayed. It is strong, neat and legible.

W. H. Nye, Medina, North Dakota.—Good presswork is the feature of your paper. It seems that a city large enough to provide such a nice line of display advertising should also provide a greater amount of local news items. Advertisements are good and bad, good as to display and arrangement—excellent we should probably say—but bad because of the frills that have been added in the shape of "fussy" borders and cut-off rules needlessly and purposelessly used with such reckless abandon in some instances. Plain rules make the best borders, especially since their general use gives a paper an appearance of uniformity, which is lacking when a great many styles of decorative borders are utilized. Many of the advertisements, however, are excellent, and these, let us state, are the plainer ones.

E. W. Nobbs, Bellingham, Minnesota.— First page make up of both copies of the Times sent us is excellent. Presswork is not up to the same high standard, as the print is pale and is not uniform. The placing of advertisements on the pages of the paper according to the approved pyramid is all that could be done in that respect. The advertisements themselves, as a rule, are poorly displayed and arranged. We see one advertisement set entirely in bold face type — every line big, and varying little in size from its neighbors, and crowded — whereas another is weak in display, the important lines not being sufficiently emphasized. The "spotty" checker board border so often used detracts from the advertisements instead of adding to their effectiveness. Plain rules consistently used as border would improve the appearance of the advertisements and the paper. In display select the one or two big points and emphasize them by contrast of size and tone from the remainder of the matter, but do not emphasize too many points, and do not make those that are emphasized too nearly the same size.

Republican and Review, Lansdale, Pennsylvania.— We are glad to learn that you have taken steps to eliminate the irregularities in the presswork, as these are blots on the escutcheon of a fine newspaper. While most of the advertisements are well displayed and arranged, the fact that many do not have borders is a serious fault. Under those conditions the different

to make for its improvement in those respects; in fact, the only fault worth mentioning is one found in most of the advertisements in the several issues of the paper sent us—the use of a condensed block letter for important display lines. If you could eliminate this unattractive letter from your newspaper and standardize your display on the Century, or some other modern display type, the advertisements—even as now displayed and arranged—would be high grade. The condensed block letter referred to is not only unattractive in advertisements—as it has no style—but is not a good display letter. You have too many styles of display type in small fonts, which makes it impossible to maintain a pleasing "dress" for the paper. You would find the general use of one style an economical advantage also. Make up is generally good—that is, on those pages where the pyramid style is followed, which happily are in the majority—and presswork also is of a high grade.

The Hartsburg Enterprise, Hartsburg, Illinois.— Our compliments on the good presswork by which your paper is distinguished. There is also a large amount of interesting local news matter, which ought to make the Enterprise popular with the citizens of the town. Make up is very good, as is also composition of the advertisements. The only thing about the paper which we do not like is the fact that one advertisement on the last page (issue of March 18) is allowed to dominate the others. From the standpoint of the individual advertiser he is justified if he can get in a paper an advertisement that will dwarf every other one on the page where it appears. The small-town publisher, having control of the type used in his paper, has it in his power to see that all advertisers have an equal opportunity in catching the eye of the reader, and it is to his decided advantage to utilize this power, as then he will have more satisfied advertisers as well as a better looking paper. We have long insisted that small-town papers should utilize one style of display type for all advertisements. This gives every advertiser an equal chance, makes the paper more pleasing in appearance and, by eliminating the setting of trial lines, the resetting of lines because of short fonts, etc., reduces the cost of producing the paper. We assume, of course, that the publisher would have the same number of fonts of eighteen point, for example, of the one series that he must have of several series in order to handle the composition for his paper.

A PLEA FOR COST FINDING.*

BY A. F. DU BOIS.



NY printer today who is not working along cost finding lines is bound to become a back number eventually and go into the discard. Most; of us do not get all that we should out of our cost systems. If studied conscientiously, they will reveal many leaks that can be avoided by exercising greater care. Particularly is this true in the pressroom.

The greatest enemy of profits in the printing business is the "gap." Close the gaps between forms in the pressroom, and you have done the one single thing that means more for your bank account than any other. If a press is down, with no form ready, or perhaps with a form to put on but no paper, or perhaps ink missing — or for any other reason — golden dollars are vanishing.

The spirit of Ben Franklin tells us that there are enough lost hours without adding those that are unnecessary — and just remember that an hour lost on that printing press of yours is like water gone over the dam — it will never come back. Have a systematic check on lost time between forms, close up the gaps to the greatest possible extent, and I assure you that you have learned one valuable lesson in making money in the printing business.

In adopting your hour cost always put it higher than it is, for your ascertained cost is on past experience and you are selling jobs on the future — and the cost seems to be increasing, always.

Any printer who works his cost system thoroughly will find that it is about as interesting a hobby as human mind can devise or conceive. It is most satisfying to find, for example, that one's hour costs are running lower than the Typothetæ's; perhaps because the productive time has been over eighty per cent instead of only fifty-seven per cent, due, it may be, to balancing up the year's production better, by spreading out the busy months to cover ten to twelve, instead of only the winter season. Remember, if you keep a cost system you will soon know whether your business is being run right, or whether you need a new manager. Figures, they say, do not lie, and certainly your cost system should tell you whether you are making progress. It is a great satisfaction, and worth more than it costs, to know at the end of each month, or quarter, what the total cost has been, and the amount of sales.

But, aside from all these considerations, there is a benefit to be derived when bills are questioned by the customer, that is incalculable. Only the other day a customer called us on the phone to object to a bill. Without letting him get off the wire I procured our cost sheet, told him the total cost, and the satisfied remark came back, "Well, if it cost that, the bill is certainly O. K.; I'll pass it." Do you not see that the very fact that we had the data at instant call had in itself a psychological effect far superior to any reasoning that could on old fashioned methods be worked up to bolster up an invoice complained of?

Printing is special order work, and a good estimator will not average closer than ten per cent of actual time, to say nothing of the many extra things that come up that will look bad on the bill charged as extras, but which are necessarily so charged when a hard and fast price is made in advance.

Did any of you ever quote a customer on a job, only to be told that your price was high, that Jones would do it for so much less, but inasmuch as your work was so good, and he wanted to favor you — such a fine boy, liked you, etc. — that he would give you the business at a cut price? What sort of position were you in if you did not know your costs? Chances are you were "worked," unless you had the plant so full of

*Extracts from address given before the Utica Typothetæ, Utica, New York, March 18. Mr. DuBois is president of The DuBois Press, Rochester, New York.

orders that more business was undesirable at the time. There is nothing in the world that will put backbone into a man like a true knowledge of what a job costs.

We believe that the era of a better day has arrived for the printer. Coöperation is taking the place of competition, as it should. Did you ever stop to think that we as master printers and business men have a duty to our families, to our business and to our creditors that makes it an economic sin to sell below cost? Only failure and injustice to ourselves and our creditors will follow the old cutthroat get-it-at-any-price policy.

Some one has said that any fool can cut the price, but it takes a real salesman to sell goods at a profit. It also takes a real salesman to create business and build up a clientele that is loyal, but, once done, a business structure is raised that will stand against all attacks of competition. And bear in mind that the real satisfaction of business is not in tearing down and taking away from the other fellow, but in creating that which, while building you up, is not hurting some one else.

After all, he lives and enjoys most who serves most. Money and profit are necessary, but the great joy comes from things well done, and from getting in that frame of mind and in that place in human relations where we can honestly say that we are doing something for our fellow men, as well as for ourselves.

HINTS TO PRESSFEEDERS.

BY EDGAR SHERMAN.

This press is only a hunk of iron and steel, inanimate, unthinking, unambitious, yet it will run several impressions after you throw the power off.

If Ben Franklin were feeding press today, every job would be a hair register.

There's lots of joy in speed, but real service to the shop lies in accuracy.

The boss will kick like thunder if there are too many spoiled sheets in the waste box, but the customer will kick worse if there's even *one* in the delivered package.

I, too, am of the opinion that inky finger marks enhance the artistic effects of letter-heads printed on thirty-cent bond paper, but I can not convince the boss that they do. He's just a business man and doesn't understand art.

When the belt slips, put ink and rosin on it. The cans of belt dressing are for decorative purposes only.

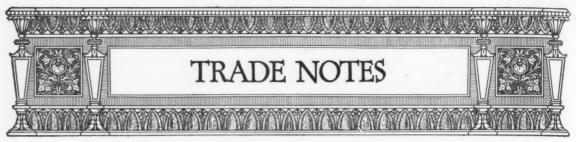
If, after working here three weeks, you know more than the pressman, don't fuss with him — tell the front office about it. You may be just the guy they're looking for to take his job.

PAPER AND CIVILIZATION.

In a recent address delivered before The Diem & Wing sales force, C. W. Chabot, of the Hammermill Paper Company, said: "Paper is the raw material of civilization." Treaties and trunks, car wheels and caskets, hosiery and handkerchiefs—why enumerate further? The uses of paper are well nigh endless and we'll take Mr. Chabot at his word.

The ancient Egyptian, the more ancient Chinese, the Hebrew, Greek and Roman civilizations were founded upon a permanent method of preserving thought. As the slab of stone and the chisel of bronze gave way to the stylus, brush and papyrus, and as these crude materials for the transmission of thought from the few to the many were supplanted by paper and type, so has civilization advanced.

Today the knowledge of the present and of the time dimmed centuries is ours for the opening of a book. Today paper is interwoven in the fabric of human life. Its history is the history of modern civilization. Contemplate a world devoid of paper and you visualize a world mentally and industrially paralyzed.— D. & W. Chats.



Brief mention of men and events associated with the printing and allied industries will be published under this heading.

Items for this department should be sent before the tenth day of the month.

Wanted-the "Ames Card Scale."

We have received a request from a reader as follows: "Can you give me information in regard to the Ames card scale, a device for determining from what size of paper or cardboard a given piece of paper could be cut to advantage?" Can any of our readers supply this information?

New Advertising Composition Plant.

The Arkin Advertising Service has recently opened an advertisement and art shop at 424 South Wabash avenue, Chicago. A complete new equipment, including only the latest type faces, is being installed, and the firm will specialize in high-class typography for advertisers.

Llewellyn Marr Bickford.

A genial, lovable character was Llewellyn M. Bickford, who recently passed away in New York. Born in Portland, Maine, fifty-six years ago, he did great things for his home town and was laid to rest there. He was vice-president of the Oxford Paper Company, and for twenty-five years was associated with Mr. Chrisholm in the pulp and paper manufacturing business at Otis Falls. Of late years he was purchasing agent for the International Paper Company.

Jay B. Lippincott.

Jay B. Lippincott, a member of the J. B. Lippincott Publishing Company, died at his home, 2031 Pine street, Philadelphia, March 25, of pneumonia. Mr. Lippincott was born in 1872. He received his early training at a Philadelphia Friends' school, and was graduated from the University of Pennsylvania in 1802.

Sixty-Four Years on the Job.

Sixty-four years ago, March 17, 1856, A. C. Kessinger, president of the Rome Sentinel Company, of Rome, New York, started to learn the printer's trade in the Sentinel office. He was then fourteen years old. During all the intervening years his life has been an active and successful one, and now in his seventy-ninth year he appears about as vigorous in mind and body as he was half a century ago.

In recognition of the anniversary and to express in a small way the regard and esteem in which they hold Mr. Kessinger, the employees of the Sentinel placed a large bouquet of green carnations on his desk. This act of graciousness from his employees, some of whom have been with him from

forty to fifty-five years, was much appreciated. Of the sixty-four years Mr. Kessinger has been in the *Sentinel* office, fifty-six have been as a proprietor.

F. W. Randolph With Typothetæ-Franklin Association of Detroit.

F. W. Randolph, formerly field secretary of the Franklin-Typothetæ of Chicago, has recently taken up his new duties as secretarymanager of the Typothetæ-Franklin Association of Detroit. The Detroit organization feels very fortunate to secure his services in the management of the association and feels assured of the continued growth of activities already begun, as well as the inauguration of new and broader activities in the future. Mr. Randolph is a live and progressive man, and the Typothetæ-Franklin Association of Detroit looks for the coming year to be the biggest and best in its history.

Mail Advertising Printers in Larger Quarters.

The Kuhl & Bent Company, for several years located in the Printers' building, 732 Sherman street, Chicago, has leased for a term of twenty years the four story building at the southeast corner of Market and Washington streets, the rental as reported being \$180,000. This firm is one of the largest mail advertising printers in Chicago, and the change was made necessary by constantly increasing business.

James Cashman.

James Cashman, Chicago manager for the J. M. Huber Ink Company, died suddenly Friday, April 2, 1920. Mr. Cashman was one of the best known figures in the printing industry, having been in close touch with the trade for the last twenty-five years. He had been associated with the Huber people for over seven years.

James H. Bowman, an old time friend, writes as follows: "Mr. Cashman was one of the most forceful and striking personalities in the printing trade. With a tireless industry he coupled a most wonderful capacity for establishing and retaining friendship, his genial disposition and his unselfish character making him a man loved and respected by every one he came in contact with. At home he was an ideal father, his large family being his pride and constant care. He was ever to the front in all government activities during the recent war, and devoted all his spare time during that period to furthering the cause of his country."

Old Time Printers Elect.

The annual meeting and election of officers of the Old Time Printers' Association of Chicago was held Sunday afternoon, April 11, at which time the following officers were elected: President, Michael Colbert, Chicago Tribune; vice-president, William Hack, Hack & Anderson; secretary-treasurer, William Mill. The election of the new members of the board of trustees was held over until the next meeting.

Resolutions in Memory of William C. Fitch.

At a meeting of the Board of Governors of the Printers' Supply Salesmen's Guild of New York city, which was held on March 19, the following resolutions were adopted:

Whereas, Almighty God in His wisdom has removed from his earthly labors our friend and business associate, William C. Fitch, a man honored and respected by all with whom he came into contact, and admired and loved by those who knew him best, therefore be it

who knew him best, therefore be it Resolved, That we register our deep sense of loss occasioned by this bereavement, and that we extend to his widow and other relatives our heartfelt sympathy in their time of trial. It is also further

Resolved, That this resolution be spread upon the minutes and a copy sent to Mrs. William C. Fitch and to the printing trade journals.

D. N. Mallory to Sell the Elrod Lead, Slug and Rule Casting Machine.

Announcement has been made of the appointment of D. N. Mallory as manager of the Chicago agency of the Elrod Slug Casting Machine Company. Mr. Mallory will have offices at 66 West Harrison street, and will be in charge of the Illinois, Michigan, Indiana, Iowa, Minnesota and Wisconsin territory. Mr. Mallory recently severed his connections with the Challenge Machinery Company as general sales manager.

"Dave" Mallory, as he is familiarly known to the trade, goes to his new field with a thorough knowledge of the printing business, gained through years of experience. He says that he was born in a print shop, having started to learn the trade when but a boy, working up through all branches, from "devil" to superintendent and manager. He later took a position with Barnhart Brothers & Spindler as a salesman, and for several years worked as efficiency engineer for that company. In this capacity he designed a number of printing buildings, and made layouts for plants in all parts of the

country. He has also designed a number of labor saving devices and pieces of furniture for printing offices.

For three years prior to his connection with the Challenge Machinery Company, Mr. Mallory was connected with the Chicago office of the Intertype Corporation.

S. D. Warren Company Book Plate.

For purposes of identification and suitable acknowledgment of books received for the reference library, the S. D. Warren Company has had a book plate made, a reproduction



Book Plate of the S. D. Warren Company.

of which is shown in these columns. It was designed by T. P. Hapgood, of Boston, and he has used a classic motive of Mercury beside the papyrus plant. This is an especially interesting and artistic specimen of book plate work, and this reference may be suggestive to our readers of similar marks for business reference libraries.

Willard Nash Hall.

Willard Nash Hall, founder and president of the Hall Lithographing Company, Topeka, Kansas, and dean of the master printers of the West, died March 11, 1920. Born in Logansport, Indiana, June 2, 1856, Mr. Hall early in life started to learn the printer's trade in his father's office. He later moved to Topeka, Kansas, and opened a printing plant, and in 1888 added a lithographing department to the equipment. After the retirement of his partner, Charles O'Donald, he organized the Hall Lithographing Company. The affairs of this corporation will he managed in the future by his son, Richard Hall. Mr. Hall is survived by his widow, a daughter and a son, a brother and two sisters.

New Sample Books of Gummed Paper.

THE INLAND PRINTER has been favored with three new sample books of gummed papers, which have been issued by Samuel Jones & Co., Newark, New Jersey. The complete line, including white, colored, and coated grades, is shown. The samples are said to represent the result of over one hundred years' experience in the manuacture of gummed paper. Printers who have troubles with printing on gummed stock should secure copies of these sample books showing the Jones line.

Allentown (Pa.) "Call" Changes

One of the most important changes in newspapers occurred recently when the Allentown (Pa.) Call, was sold to Weiler, Smith & Leisenving for a reported consideration of \$550,000. The present circulation is said to be more than twenty-five thousand, and the newspaper changes hands after being under the management of David A. and Samuel P. Miller for a period of twenty-five years.

"Commencement exercises," as the hosts aptly termed them, were held for the members of the Call force by the retiring owners. The "exercises" were in the form of a farewell banquet, which over seventy-five employees and friends attended. The retiring employers distributed bonuses said to be more than \$30,000 in the aggregate, the individual amounts being based on terms of service.

Foreign Interest in Linotype Typography.

Soon after the first announcements of linotype typography, leading British and French printers studied the system in the United States at first hand, and were so impressed with its value that it is now being introduced in Europe. Edward E. Bartlett, president of the Bartlett-Orr Press and director of the department of linotype typography, is now in England, having sailed on the Mauretania on March 23 to meet British printers and publishers, after which he will visit France, his mission being to explain the system and show what has already been accomplished with it in this country.

While he represents the Mergenthaler Linotype Company, in whose behalf he created and perfected the new contribution to the art, his professional prominence makes it inevitable that he will be received abroad as representing American printing in general, and probably all his colleagues will feel that he can well express the dignity and authority that the industry has won in the United States.

Ideal Printers' Rollers.

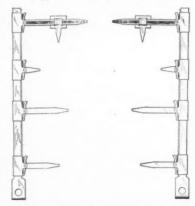
A new printers' roller is now making progress in the printing industry, and will doubtless become a valuable asset to printers. This roller is known under the name of "Ideal Roller," and is manufactured by the Ideal Roller & Manufacturing Company at its factories in Chicago and Brooklyn, New York. The Ault & Wiborg Company, Cincinnati, are sole selling agents. The former concern has made rollers for several years, but has up to the present time specialized in small rollers for office printing machines, and in rollers for lithographic presses, in both of which fields they have been quite successful. The new Ideal printers' roller is made of vulcanized oils; that is, of oils which have been hardened by vulcanization in a manner and from materials which are entirely different from those used heretofore. It does not contain any glue, glycerin, rubber or other materials heretofore used by roller manufacturers. It feels and looks like glue composition rollers, with the exception that it is somewhat darker in color. The Ideal composition is guaranteed not to melt, harden, crack, shrink, expand or change its shape or dimensions under any conditions of storage or service or in any climate. The manufacturers claim that the same roller can be used in all localities throughout the different seasons of the year. The roller is not affected by extreme dryness or high humidity and, when once set in a press, need not be reset, no matter how big or small the run. The roller is said to have all the tack of the old time glue roller, and is just as resilient and soft. It lays the ink well and can be washed readily with gasoline or kerosene.

New Bronze Powder Introduced by Du Pont.

E. I. du Pont de Nemours & Co. have announced one of their latest products for the printing trade, "Bronze Powder Pale Gold 7226 F." This is said to be the latest achievement in the development of the bronze powder industry in America, and the manufacturers say that it possesses unusual brilliancy and the covering qualities distinguish it as a superior product. It is offered for use wherever the finest and most lasting effects in bronze are desired, either in embossing, lithographing, engraving or letterpress work. This announcement will be noticed with interest by the printing trade generally. Inquiries should be sent to E. I. du Pont de Nemours & Co., Sales Department, Chemical Products Division, mington, Delaware.

Adjustable Platen Press Grippers.

The Casper adjustable platen press grippers have recently been introduced to the trade by the Casper Gripper Company. The grippers are already in use in many of



the larger plants in Cleveland, Ohio, and are being installed in other cities.

Some of the principal advantages claimed by the manufacturers are: (1) The grippers are narrow, giving the pressman more room for running large and complicated forms, where he would ordinarily have to use a number of strings on the regular grippers; (2) both the vertical and horizontal fingers are easily adjusted; (3) the grippers are equipped with a wide range of fingers; (4) the points at the ends of the fingers permit the use of grippers between rules and close work; (5) the grippers may be used with either Miller or Humana feeders. The accompanying illustration shows a set of the grippers.

Full information may be had by writing to the manufacturers at 2403 East Ninth street, Cleveland, Ohio.

Ideal Coated Paper Company Receives Certificate of Merit.

The Ideal Coated Paper Company, of Brookfield, Massachusetts, was one of the few manufacturing concerns having a certificate of merit presented by the War Department. This certificate was awarded for special service of note and for intelligent coöperation with the Government during the world war.

The certificate was handed to Sales Manager L. A. Bassett by Maj. Gen. Clarence R. Edwards at his headquarters in Boston March 11, at which time General Edwards thanked the Ideal Coated Paper Company for the efficient service which it had rendered.

The Ideal company has the honor of being the only paper manufacturer in New England to receive this recognition, and one of the very few in the entire United States, and the officers naturally feel much pleased with the certificate hanging in their office.

Publishing House to Have New Home.

About June 1 the Fred L. Kimball Company, of Waterloo, Iowa, will occupy its new plant and offices, now in course of construction. The plant is 200 by 100 feet, one story, with walls seventy-five per cent windows. It was laid out by the engineering department of the American Type Founders Company, and will be one of the most modern plants of the West. The offices are 50 by 80 feet, two stories, and the buildings are of brick and hollow tile block. The plant is located where it will always have light and fresh air, and every detail of its construction has been planned with regard to the comfort as well as to the efficiency of the force.

The Fred L. Kimball Company publishes The Dairy Farmer, with over one hundred thousand circulation, The Milk Magazine, The Egg Reporter, The Creamery Journal, The Iova Magazine, and does a large volume of book, catalogue and circular work.

Mergenthaler Linotype Company Moves Offices to New Building.

On May r the Mergenthaler Linotype Company will remove its executive and business offices from the Tribune building, New York city, to new quarters in the eight story factory building which has been added to the plant in the Borough of Brooklyn, New York city. The address is 29 Ryerson street, Brooklyn, New York. Two stories of the structure will be used for the business purposes of the organization, the seventh floor being equipped for the officers of the company and the executive departments, while the sixth will be occupied by the accounting department, with space reserved

for the experimental rooms. The eighth floor is given over to comfort and convenience, containing among other things a large cafeteria, so designed that it can be used as an assembly room for general social purposes.

The new building, which adds 168,000 square feet to the existing twelve acres of floor space in the group, is of reinforced concrete, with light from all sides, and will unquestionably stand as an advanced example of industrial efficiency. The only offices of the Mergenthaler Linotype Com-

Star should be thrown that, as he often said, "If I should die today, the boys would know which side to take on any question just as well as if I were here to tell them."

"Colonel Nelson was an exceptionally successful business man," said Mr. Trigg, "but his object in running a paper was not merely to make a business success nor primarily to print the news, but to fight for the best interests of the people in his community and of the country at large."

A conference of representatives of high



Exhibit of Monometer Manufacturing Company, Ltd., at Castle Bromwich, England.

pany to remain in the Borough of Manhattan will be those of the publicity department, which has already established itself on the twenty-first floor of the Printing Crafts building, Eighth avenue between Thirty-Third and Thirty-Fourth streets. A sales room will be maintained on the seventeenth floor of the Tribune building.

From the School of Journalism of the University of Kansas.

Colonel Nelson's policies in conducting the Kansas City Star were explained to students in the Department of Journalism at the University of Kansas, March 24, by Fred Trigg, an editorial writer of the Star, whose special field for many years has been Kansas politics and who was one of Colonel Nelson's right-hand men. "The Star should aim to be a leader of the public conscience rather than a leader of public opinion merely," was one of Colonel Nelson's favorite sayings. "Public opinion may be against us and we may lose temporarily, but if we are right the public conscience will ultimately carry things our way." Colonel Nelson took great satisfaction in the belief that this policy of running his newspaper as the "attorney for the public" made it so easy to decide which way the support of the school papers in Kansas was held March 19 and 20, in the Department of Journalism at the University of Kansas. Eighty high school editors attended the conference. The first day was devoted to open sessions of the regular journalism classes, at which methods of improving high school papers were emphasized. The handling of news, features, editorials, and advertising in a manner creditable to the paper and helpful to the school was covered.

The second day was devoted to round tables in which high school papers were criticized for the benefit of their editors.

Monometer Exhibit at British Industries Fair.

The Monometer Manufacturing Company, Limited, of Birmingham, England, has sent The Inland Printer a photograph of its exhibit at the British Industries Fair at Castle Bromwich, England. The Monometer people were very much gratified with the results of the exhibition, as they state that every furnace in the exhibit was sold. The Monometer furnace was described in our April issue. Believing that our readers will be interested in this exhibit, the photograph is reproduced in these columns.

Frank A. Hill to Enter Printers' Supply Business.

Frank A. Hill, one of the best known men in the printers' supply field, has recently severed his connection with the Intertype Corporation as assistant manager of the Middle Western branch, with offices in Chicago. He will engage in the printers'



Frank A. Hill.

supply business, with offices in Chicago, St. Louis, Kansas City, Memphis, and other Southern cities.

Prominent typographically, Frank Hill is known from coast to coast, and as a printer of the old school he is familiar with all branches of the industry. He was indentured for an eight year apprenticeship when he was but thirteen years of age, and after finishing his apprenticeship he worked as a printer and pressman in many of the larger cities of the Middle West. He has been in the selling game for a number of years, his most important connections being with the American Type Founders Company and the Intertype Corporation. He has also been a "free lance" salesman of machinery and large supplies.

Mr. Hill is a well known composing room pay roll expert and is considered one of the best efficiency men in the business. He designed the first elevated or suspended lead and rule rack, and had built to his order the first steel imposing tables and galley racks, lead and rule cases, water trays, and other handy devices. He will devote part of his time to such work as going over pay rolls, laying out new plants or rearranging old ones, and making appraisals and inventories. He has more recently designed a magazine and matrix cabinet which he feels confident will fill the demand for such an article.

Mr. Hill has selected a line of articles for the printer, prominent among them being the Elrod lead, rule and slug caster, the Fort-ified electric pot for linecasting machines, the one man stereotype machine, and products of the Laclede, Rouse and Rowell Manufacturing Companies.

Something New in Rollers.

A new roller, guaranteed against shrinking, melting or hardening, has recently been put on the market by the Rapid Printers' Roller Company, 519-521 West Van Buren street, Chicago, Illinois. In a letter to The Inland Printer, the president of the concern, David M. Rapport, describes the roller as follows:

"The roller is made in three separate operations: first, the treatment of the vegetable oil, imported from China; second, the vulcanizing period in compression blocks; third, the covering of the finished product on the roller scientifically and automatically

taking care of itself in machinery designed by our own company.

"The roller looks the same as the present day rollers that are used, being covered at both ends with an outer product, so that the inner material is not visible. The inner material when once vulcanized is anhydrous; does not expand or contract, and retains its resiliency indefinitely. The steel core being insulated into this product makes the roller immune from all of the detriments surrounding the ordinary composition rollers. For instance, the sweat from the steel cores can not be absorbed into the product; the heat reaction from the steel core can not cause the composition to swell or melt. The core does not have to be wound with string or any kind of material so that rollers can form an absolute cohesion.

"These few elements have been eliminated by our Rapid Roller on account of the stock being insulated in this vulcanized oil product as stated in previous paragraphs. The roller will not shrink, will not harden, and is impervious to all kinds of minor detriments, such as uneven waves to the roller, uneven shrinkage, setting at various angles (larger at one end than the other). The ink can not be absorbed the complete depth of the roller and can only be absorbed as far as the vulcanized composition. The roller will not melt as readily as ordinary composition rollers, as the flash point of vulcanized oil such as we use is 750° F. The outer product has the same resiliency, life, suction and tack as the present day roller, as the composition is nearly similar in ingredients."

Mr. Rapport says that there are over five hundred users of the Rapid Rollers, and that many of the plants are entirely equipped, and the rollers are running on the highest speed

With the Printing House Craftsmen.

Monday evening, April 12, was given over by the Baltimore Club of Printing House Craftsmen to the annual ladies' night, and very little routine business was transacted. Secretary Frank Meisel announced that the vote for affiliation with the Maryland Academy of Sciences showed a majority in favor of it. The affiliation began on May 1, thus giving the Baltimore club the honor of being the first club to have a permanent home. Dinner was served, and dancing concluded the evening's entertainment.

The annual banquet and dance of the Chicago Club of Printing House Craftsmen was held Saturday evening, April 17. James Hamilton Lewis, former United States senator from Illinois, was the principal speaker of the evening. He paid a glowing tribute to the printers as craftsmen, as artists, and as leaders in thought in the present industrial situation.

The April meeting and dinner of the Chicago Club of Printing House Craftsmen was held Tuesday evening, April 20. Everett R. Currier, now associated with the Charles Everett Johnson Company, of Chicago, and formerly with the Curtis Publishing Company, gave a talk on "Types and Their Pedigrees." He was followed by George R. Crane, of the Chicago Roller Company, who talked on "The History and Development of the Present Day Roller." Both addresses brought forth considerable lively discussion.

Harris B. Hatch, general manager of the Royal Electrotype Company, Philadelphia, was the speaker at the regular meeting of the Craftsmen Club of Washington, D. C., held on April 27.

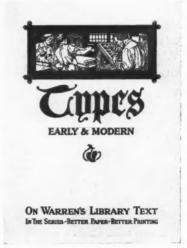
The first annual convention of the International Association of Printing House Craftsmen will be held in Washington, D. C., August 21 to 23, inclusive. For information address W. C. Deane, secretary of Convention Committee, New Ebbitt Hotel, Washington, D. C.

The Transveyor at Work.

The "Transvevor Picture Book" is the title of a new piece of advertising literature recently received by The Inland Printer from the Cowan Truck Company, Holyoke, Massachusetts. As the publishers state, the book is designed to show the work that Cowan Transveyors are doing. The illustrations have been taken at random from the great variety of industries where transveyors are used. Nearly every industry where materials are handled is shown in the book, quite a number of the views being taken from printing and publishing plants. Copies should be in the hands of all managers and proprietors of printing plants, as there are many good suggestions for the improvement of internal transportation problems.

"Types-Early and Modern."

Volume 2 of the 1920 Warren Service Library, "Types — Early and Modern," has recently made its appearance. It is uniform



Volume 2 of Warren Service Library.

in size with Volume I, which was mentioned in the March number of The Inland Printer. The volume before us is printed on Warren's Library Text, and set in Caslon Old Style. The frontispiece shows a basrelief from the entablature, Jerusalem Chamber, Westminster Abbey, and numerous examples of early and modern type faces are shown throughout the book. Explanatory titles about their origin and present day use are added. A copy ought to be in the hands of every printer, and inquiries should be addressed to S. D. Warren Company, Boston, Massachusetts.

Robert H. Deery's Useful Life Ended.

One of the best known newspaper compositors was Robert H. Deery, superintendent of the composing room of the New York World. He died recently at the age of fifty-seven. Bob Deery was above all things a patriot. He worked for Liberty Loans and for every movement during the war to support the Government. Two of his sons enlisted, and a third would have done so had he been old enough. Seeing that printers were denied the opportunity of attending church services, owing to the hour at which they finished work on Sunday morning, he was one of those whose appeal was carried to Rome, and permission was obtained for what is termed the "Printers' Mass" at 2 A. M. Sunday. The crowds that attend this mass caused its introduction into most of the large cities in this country and Europe. Bob was one of the leading members of "Big Six," was a good fisherman and sailor, and an all around good fellow.

W. G. Martin Resigns Secretaryship of the Typothetæ-Franklin Association of Detroit.

The Typothetæ-Franklin Association of Detroit is losing a real secretary in W. G. Martin, who has held the office since June, 1918. Mr. Martin's secretarial career has extended over a period of about ten years. He was twice executive secretary of the Builders' and Traders' Exchange in Grand Rapids, Michigan, the work of which he organized from the ground up. Through his efforts builders' exchanges were organized in Kalamazoo, Battle Creek, Lansing, Jackson and Muskegon. He also promoted the secretaries' conference in Detroit in 1912, which laid the corner stone for the present National Association of Builders' Exchanges.

In September, 1913, Mr. Martin became executive secretary of the Ben Franklin Club of Cleveland, Ohio, in which capacity he served for more than four years, building up the organization from an active membership of 78 to 137 firms, at the same time very materially improving the financial condition of the club. Before the termination of his term of office he consolidated the Ben Franklin Club and the Fellowcraft Club, forming the Graphic Arts Club of Cleveland, now in existence. Mr. Martin resigned on February 15, 1918, to return to the Builders' and Traders' Exchange of Grand Rapids.

His association with the exchange the second time was of short duration, and on June 1, 1918, he entered upon his duties as executive secretary of the Typothetæ-Franklin Association of Detroit. Here again his work has shown splendid results in the way of enlarging and broadening the organization of the printing industry of Detroit. When he took the secretaryship the membership list numbered 117 firms. At the present time that number is 140. He has been an active force in promoting the enforcement of the code of ethics adopted by the association; in promoting educational policies with a view to better business methods, more accurate knowledge of production costs and more uniformity in prices; in gaining publicity for the association and in gaining the

coöperation of public institutions of the city, such as the Public Library and the Board of Education; and also in promoting the survey of the printing industry in Detroit, which resulted in the evolution of the standard square inch scale for measuring composition. He has successfully conducted five service bureaus for members, namely: credit and collection bureau, employment bureau, waste paper department, cost bureau, and accounting bureau, besides organizing weekly classes in estimating and creative salesmanship.

The foregoing are only some of the outstanding achievements of Mr. Martin during his secretarial career. The multifarious duties devolving upon the executive in an organization of this scope have been discharged by him at all times with efficiency and dispatch, and it was with great reluctance that the officers of the association accepted his resignation, which took effect on April 1 of this year. The regret of officers, members and every individual of the office force is expressed by every word uttered on the subject. His action is due to continued ill health which he has suffered since locating in Detroit, and he plans to spend some time in rest and recuperation.

G. E. McCabe Becomes Advertising Manager for Miller Saw-Trimmer Company.

G. E. McCabe has recently become associated with the Miller Saw-Trimmer Company, of Pittsburgh, in the capacity of advertising manager, having taken up the duties of the position the last week in March.

Mr. McCabe is not a stranger in the printers' supply field, having been associated with the Challenge Machinery Company, Grand Haven, Michigan, in a similar capacity for a number of years prior to the spring of 1918.

In April of that year he enlisted as a secretary in the Y. M. C. A. for overseas service, being assigned to work with the Italian army. After six months on the Italian front, the armistice having been agreed upon in the meantime, he applied for permission to return home, and arrived in New York on Christmas Eve, 1018.

On January 1, 1919, Mr. McCabe became associated with the Keller Pneumatic Tool Company as advertising manager, with offices in Chicago, resigning the first of March of this year to accept his present position with the Miller people.

In addition to a mature advertising experience he is also a practical printer, having served a thorough apprenticeship in both the composing room and the pressroom, working up to positions of foreman and superintendent in some of the best shops in the Central West. Mr. McCabe's practical knowledge of the printing business has been of great aid to him in preparing advertising matter treating on printing machinery and printer's appliances, and in a measure explains why he is again entering the printer's supply field, after over a year spent in another line.

During his years of service with the Challenge Machinery Company Mr. McCabe made many friends and acquaintances in the printing and allied trades, and it will doubt-

less be his pleasure to renew those old acquaintances through the opportunity afforded in his present connection.

A. M. Candee New President of Direct Mail Association.

The quarterly meeting of the Board of Governors of the Direct Mail Advertising Association, Inc., was held at Hotel Winton. Cleveland, on April 2. At this meeting Frank Hubbell, president of the association. tendered his resignation, being unable to devote the necessary time to the work on account of the diversified business interests he has recently entered. It was the unanimous choice of the board to elect as president for the unexpired term, Alexander M. Candee, of Milwaukee. Mr. Candee is the advertising manager of the National Enamel and Stamping Company, prominent users of direct by mail advertising. He is also author of a new book on the subject of business letter writing.

To fill the vacancy caused by the resignation of Mr. Hubbell, Frank L. Pierce, manager of the mail sales department of the Remington Typewriter Company, New York city, was chosen.

At this board meeting, plans for reorganization with its own paid managing director and its own offices were thoroughly completed, and the committee to execute this work was headed by Robert C. Fay. Other appointments made at this board meeting were as follows: A new member of the National Commission of the Associated Advertising Clubs of the World, Martin Tuttle, Motor List Company, Des Moines; Homer J. Buckley, of Buckley, Dement & Co., Chicago, chairman Postal Service Committee; Charles Henry McIntosh, La Salle Extension University, chairman Educational Committee; Robert E. Ramsay, American Writing Paper Company, chairman Speakers and Publicity Committee.

The New Printing Roller Rack.

A handy rack for holding printing rollers when off the press is shown in a recent circular from the Cowan Truck Company, Holyoke, Massachusetts. The "Sentinel printing roller rack," as the device is called, is designed to stand in close proximity to the press, and holds the rollers after they have been removed from the press for washing until they are ready to be used again. Complete information is contained in the folder which may be had from the manufacturers.

Two Cents Printed on War Envelopes.

Uncle Sam is showing a streak of economy in one line at least. He is using up all his war envelopes, those with the value three cents printed in purple, by the simple process of surcharging, or overprinting, them with the new value, two cents. The figures of the value, three cents, are crossed out with small bars.

By this method Uncle Sam is using up millions of envelopes that otherwise would be thrown away. It is understood that the envelopes are being overprinted from dies that are sent from Washington to the postmasters of the various cities.

THE INLAND PRINTER | WANT ADVERTISEMENTS

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A. NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY, 632 SHERMAN STREET, CHICAGO.

VOL. 65.

Chicago.

MAY, 1920.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter. Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of

SUBSCRIPTION RATES.

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

Subscriptions may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding. onth preceding.

In order to protect the interests of purchasers, advertisers of noveles, advertising devices, and all cash-with-order goods, are required to tisfy the management of this journal of their intention to fulfil hontily the offers in their advertisements, and to that end samples of the ting or things advertised must accompany the application for adver-

thing or things awterness the right to reject any advertisement.

THE INLAND PRINTER reserves the right to reject any advertisement.

FOREIGN AGENTS.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHEY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHEY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEN. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australis.

ALEN. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. Cash must accompany order. The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of The Inland Printers Free to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

FOR SALE—One of the best paying shops on the Pacific Coast; five full size cabinets; one Optimus, sheet 28 by 42; one Whitlock, sheet 25 by 38; two Chandler & Price Gordons, 10 by 15; one Boston power stitcher; 32-inch power cutter; fine poster plant, nothing too large; having about \$2,500 of steady work every month; will sell half interest and \$2,500 mortgage on other half for \$6,000 cash; plant will invoice over \$10,000. B 121.

LITHOGRAPHIC BUSINESS — To man who understands executive and production end of business; well established, modern plant producing high grade lithography, both offset and stone; complete process department, splendid organization; owner retiring. H. F. McGEE, United Bank bldg., Cincinnati, Ohio.

FOR SALE—All or half the stock in a well established job printing business in an Oregon city of 15,000; business runs nearly \$1,000 per month and still growing; three presses and new linotype; \$2,500 cash will purchase all of stock or \$1,100 half; State University, with free tuition, located here. B 109.

FOR SALE — So I may devote all my time to my newspaper business, will sell good job department in northern Illinois, doing about \$20,000 a year and now loaded with work at Franklin list prices; very attractive proposition for pressman and compositor; can be bought right. B 99.

NEWSPAPER AND COMMERCIAL printing plant for sale in live New York State city of 10,000; successfully conducted under present man-agement for mearly 40 years; owner wishes to sell in order to devote entire time to other interests. B 106.

FOR SALE — Oldest Republican weekly newspaper and job plant in central New York; complete equipment, including Intertype; strong Republican county; to settle estate; price right. MOHAWK VALLEY REGISTER, Fort Plain, N. Y.

WANTED — One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

FOR SALE — Exclusive job plant, paying business, ever increasing, contracts; plant and lot it is on for \$4,000, half cash, terms to suit on balance. HUGHES PRINT SHOP, Colville, Wash.

LARGEST PRINTING, engraving, ruling and binding plant in Arizona considers installation of first offset press in State; attractive position to right party owning such equipment. B 95.

FOR SALE — Established well paying job office in central Illinois; would consider a working partner; \$4,000 to \$5,000 will handle this proposition. B 112.

FOR SALE — Good established job printing office in Indiana county seat; price \$3,500. B 954.

FOR SALE.

FOR SALE—Cylinders, jobbers, stitchers, proof presses, folders, punches, paper cutters, special machinery, outfits—large and small, new or overhauled—in all sizes and styles. Tell us your wants and we will give you description of machines in stock or those which we can secure for you. Two 48-inch and one 64-inch Huber-Hodgman; 62-inch Cottrell; 62-inch Miehle; 52-inch Campbell; 25 and 30 inch Pony Campbells; 27 by 40 Swink; 29 by 42 Scott 4-roller, one with fly, other with carrier delivery; 36-inch Sheridan auto plant cutter; 26 by 38 Seybold heavy embosser, nearly new; 44-inch Dexter power cutter; Latham round corner machine; Latham ¼, % and ¾ inch wire stitchers; No. 6 Morrison stitcher; Burton rotary perforator; National rotary perforator; 3 punches; drum presses, 16 by 22 up to 32 by 47 inches; large stock miscellaneous machinery. Outfits—small job up to large catalogue plants. New and overhauled machinery in stock. Sell us your surplus machinery. WANNER MACHINERY COMPANY, 716 S. Dearborn st., Chicago.

Megill's Patent SPRING TONGUE GAUGE PINS



OUICK ON Send for booklet this and other styles.

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr. From us or your dealer. Free booklets.

NEW YORK

Megill's Patent DOUBLE-GRIP GAUGES



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Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOR SALE — One 65-inch two-color Miehle press, practically new; two No. 3 Miehle presses, serial numbers 9941 and 9942; complete monotype equipment, consisting of two casters, two keyboards, miscellaneous molds and matrices, 220-volt motor equipments; two No. 290 Dexter parallel folders, one with Cross feeder; one No. 103 Dexter D/16, 49-inch; one 42 by 62 inch Chambers D/16 folder; one 46 by 70 inch Brown D/16 folder; one No. 91 Dexter jobber; one No. 90 Dexter jobber; one Dexter No. 121, 40 by 54 inch quad folder with Dexter pile feeder; one 12-inch Sheridan covering machine; five Latham wire stitchers; two No. 5 Universal feeders with individual motors; two 4/0 Miehle presses, 46 by 65 inches; one 28 by 41 inch John Thomson cutter and creaser; one 25 by 38 inch Robert Mayer bronzer; one 44 by 64 inch Fuchs & Lang bronzer; for immediate delivery. B 119.

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one Kidder 12 by 26 inch two-color printing, cutting and creasing press; two two-color 6 by 6 inch New Era presses; one high speed Meisel ticket rotary, size 10 by 15 inches. GIBBS-BROWER CO., 261 Broadway, New York City. Tel. Barelay 8020.

MACHINES FOR SALE—4 Cottrell stop cylinder printing presses 38 by 54 bed size; 2 Cottrell two-revolution printing presses 40 by 60 bed size; 1 Anderson job folder, 1, 2, 3 and 4 right-angle folds, capacity from 18 by 24 to 36 by 48; 1 Cleveland parallel self feeding folder, will take sheet from 6 by 6 to 18 by 36; 1 bronzing machine; 3 34-inch flat cutting machines; machines are in good running condition; bargains if taken at once; prices on applicaton; open for inspection any time. W. B. CONKEY COMPANY, Hammond, Indiana.

MACHINERY FOR SALE — Two 4-0 Miehle presses, one No. 3 Miehle press, one 60 Babcock Optimus, one 44-inch Dexter cutter, one 35-inch Century, one 14 by 22 Universal, one 14½ by 22 Chandler & Price, one 8 by 12 Chandler & Price, one S-1 Harris 15 by 19, one E-1 Harris envelope. JAMES L. BECK, 38 Park row, New York city.

RARE CHANCE for a hustling paper ruler. For sale — job ruling and finishing shop with large steady trade, established 8½ years in Eastern city of 175,000 population; includes two Hickok up-to-date ruling machines with motor, perforator, punching machine, paper cutter, round corner cutter, etc. Full particulars on application. B 111.

FOR SALE — Goss semirotary printing press, prints 8-page 7-column newspaper from flat bed using 46-inch rolls; produces 3,000 complete papers, folded, in one hour; can be seen in operation; a splendid buy. THE WILLIAM FEATHER COMPANY, Caxton bldg., Cleveland, Ohio.

FOR SALE — Two Huber-Hodgman cylinder presses equipped with Cross feeders; will feed and print sheet 34 by 46; fine condition; can be seen running; selling because size too small; price \$2,500 each on our floor. Apply or write, KIMBALL-STORER CO., Minneapolis, Minn.

FOR SALE — One No. 6151 Tatum machine for card tabbing and punching; practically new and guaranteed in strictly first-class condition in every respect; if interested, this machine can be secured at a very low pree. THE MACEY CO., Grand Rapids, Mich.

TWENTY-UNIT Warnock plate mounting system with 145 locks, keys, etc., new and perfect condition, price \$250; one 10½-inch Challenge roller proof press with stend and briar, price \$45; prices f. o. b. Holland, Mich. THE DE PREE COMPANY, Holland, Mich.

MACHINERY FOR SALE — Monotype equipment, job presses, Pony Miehle, perforator, stitcher, paper cutter, wood type, eabinets, cases and various other supplies; two offices amalgamated. THE NEWS RECORD, LIMITED, Kitchener, Ont.

FOR SALE—Colt's Laureate, Model J press, size 14 by 22, in good running order, equipped for direct drive; price, \$750 f. o. b. Rockford, Ill.; price does not include motor. OSCAR F. WILSON PRINTING COMPANY, Rockford, Ill.

FOR SALE—One 4½ by 4½ Curtis air compressor with storage tank, and one 1 h. p. Westinghouse D. C. 600 r. p. m, motor with base and all in first-class running order. STANDARD TYPESETTING CO., 701-703 S. LaSalle st., Chicago.

FOR SALE—One double O Miehle printing press, series 9856, and one Dexter folder, series 60471, 12 by 16 to 34 by 46; both these machines are in first-class condition; for immediate delivery and cash only. B 118.

REBUILT ready for delivery 26 by 32 Optimus, 35 by 50 Campbell, monotype composing and keyboard, Colt's Armory, Chandler & Price, folders, cutters, bronzers. GEORGE SEDGWICK, Rochester, N. Y.

JOHN THOMSON PRESSES — Three 10 by 15, good condition; \$200 per press, f. o. b. our premises, New York; will ship for you, your expense. FRANK F. LISIECKI, 9 Murray st., New York city.

FOR SALE — One 22 by 28 Colt's Armory embosser and creaser and two 10 by 15 Chandler & Price presses; all in good condition. EDWARD S. PARET COMPANY, 210 South Fifth st., Philadelphia, Pa.

FOR SALE — Several No. 3 Boston wire stichers, used only three months; these machines are as good as new; price \$220 each, f. o. b. Memphis. AMERICAN BAG COMPANY, Memphis, Tenn.

FOR SALE—Back numbers INLAND PRINTER in complete years or single numbers. List your wares with the LEWIS BOOK CO., 115-117 S. Spring st., Los Angeles, California.

BOOKBINDERS' MACHINERY — New model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

DEXTER FOLDER — Takes sheet size 18 by 28 inches and smaller: right-angle fold; machine in perfect condition; no worn or broken parts. GEORGE LEET, Erie, Pa.

FOR SALE — One rebuilt No. 1 linotype, \$1,500; one Miehle, 25 by 29½, two-revolution, \$1,500. Write for list of used printing equipment. D. S. WHITE, Coudersport, Pa.

FOR SALE — At half price, a No. 9 four-roller Optimus, 39 by 55, good as new; too large for us; can be seen in operation. THE BOND PRESS, Inc., Hartford, Conn.

FOR SALE — Boston wire stitcher, No. 3, ¼ h. p., 110 volt, A. C. motor; used one year; price, \$200. McKELVIE PUBLISHING CO. Lincoln, Neb.

FOR SALE — Babcock Pony drum cylinder, regular, table distribution, good condition. For further particulars, write BUSH & MORGAN, Ironton, Ohio.

CLEVELAND FOLDER for sale, complete with motor; little used; siz for 26 by 38 sheet. MYSELL-ROLLINS CO., 32 Clay st., San Francisco Cal.

FOR SALE — Victor steel die embossing press taking die 3 by 5 inches; first-class condition. FIERSTINE PRINTING HOUSE, Utica, N. Y.

F. W. ERHARD & COMPANY, Galveston, Texas, have a No. 3 Miehle press which they desire to dispose of; specifications mailed on request.

FOR SALE — G-2 graphotype, 110 volt motor, No. 4 dies; in excellent condition and practically new; price very reasonable. B 78,

FOR SALE — American job folder with motor, 5 h. p. A. C. motor, 3 h. p. D. C. motor and drum controller. B 73.

FOR SALE — Two hand presses, 11 by 16 and 3 by 5; practically new. Write J. GARLAND HILL, Seaford, Delaware.

FOR SALE — Dexter folder, size 22 by 28, in excellent condition, at a bargain; cash payment. Write to B 104.

PRINTING PRESS, COTTRELL, 45 by 62, two-revolution; price \$1,200. BOX 157, Xenia, Ohio.

FOR SALE — One Dexter Folder Company's feeder. BYRON WESTON CO., Dalton, Mass.

HELP WANTED.

Artists.

WANTED — A first-class artist; prefer one with all-around experience; must be capable of first-class work; state salary, experience, etc., in first letter. ARTCRAFTS ENGRAVING CO., 715 Felix st., St. Joseph. Missouri.

Bindery.

BINDERY FOREMAN — Thoroughly experienced on edition, pamphlet and catalogue work, practical in all branches, to act as working foreman of edition and pamphlet bindery, handling high-grade work; one possessing the ability to handle help efficiently and produce work systematically; prefer a man competent to estimate costs and who has full knowledge of all stocks and materials; excellent permanent position for reliable, industrious man; state fully past experience, age, qualifications, salary expected, etc. B 123.

WANTED — Cutting machine operator for lithographed and printed labels; permanent position for first-class man at up-to-date plant; open shop conditions. TRI-CITY LITHOGRAPHING & PRINTING CO., Davenport, Iowa.

FOLDER OPERATOR capable of handling Dexter, Fuller and Cleveland machines in modern open shop in large manufacturing city; wages the highest obtainable. B 124.

BOOKBINDER WANTED — All-round man; permanent position; small bindery; ideal conditions; state salary. HERALD, Yazoo City, Miss.

PROCESS WORK -and Electrotyping

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy. Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

The Journal for all up-to-date Process Workers Published by A.W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

BINDERY MEN — Fine opportunity for first-class folder man and two paper rulers; state full particulars in first letter. B 114.

RULERS, first-class men on jobwork, to work in new modern open shop, at top wages, in large manufacturing city. B 74.

FOLDER OPERATOR, experienced on Dexters, for publication work; union. PUBLISHERS PRESS, Atlanta, Ga.

Composing Room.

WE HAVE a permanent opening for a young capable executive in the composition department of one of the largest magazine publishing establishments in the East. Do not care to consider applicant of more than forty years of age; must have technical knowledge, positive character, together with executive experience. In answering, state experience, age and salary. B 120.

LINOTYPE MACHINIST-OPERATOR WANTED — Machinist-operator capable handling two Model 9 linotypes in first-class job plant working under excellent conditions can make good connection at good wages by writing THE GERLACH-BARKLOW CO., Joliet, Ill. Union.

WANTED — Swedish-American all-round job printer who can handle platen presswork; also Swedish-American linotype machinist-operator; none but first-class apply; union, good wages. TURLOCK DAILY JOURNAL, Turlock, Calif.

WANTED — Two good union job printers for permanent position in best city in California; must understand make up and stone work; state experience with references. MELVIN, ROBERTS & HORWARTH, San Jose, Cal.

PRINTER WANTED — First-class country printer to accept position in one of finest printing plants in Middle West; excellent working conditions at good pay; union. THE GERLACH-BARKLOW CO., Joliet, Ill.

WANTED — Working composing room foreman for growing plant doing fine grade of advertising and catalogue work; permanent position for good man; must be competent on make up, stone work, etc. B 97.

WANTED — Linotype operator who can also work at case or on stone; permanent position; excellent salary; give references and experience. MELVIN, ROBERTS & HORWARTH, San Jose, Cal.

WANTED — Linotype operator (non-union) for days and two operators for night work; stato salary expected and when you could come. FABER CO., 8 Lord street, Buffalo, N. Y.

WANTED — Thoroughly competent stoneman in a strictly up-to-date plant in the Middle West; a good proposition for man who can make good; union shop. B 29.

LINOTYPE OPERATORS — Union or non-union, day or night shift; to work in large publication plant in Wisconsin; high wages, permanent positions. B 101.

LINOTYPE OPERATOR WANTED in a high-class shop; steady position with good wages; non-union. IRVIN A. MEDLAR CO., 416 S. 14th st., Omaha, Neb.

WANTED — Machinist-operator in one of the best small plants in Pitts-burgh; also two first-class job compositors; please state union or non-union. B 102.

WANTED — First-class German-American job compositor and make up man; permanent position, top notch wages. B 110.

PRINTER — Lock up man; one capable of taking entire charge of lock up in publication plant in Wisconsin. B 98.

COMPOSITORS on job and advertisements; union. PUBLISHERS PRESS, Atlanta, Ga.

Estimator.

YOUNG MAN as assistant in estimating department in western New York plant; must be conversant with Standard cost finding system, and preferably (though not necessarily) a graduate of estimating course. B 93.

Executive.

WANTED — Printing office executive for plant near Chicago; one who thoroughly understands making out job tickets, handling orders from office to factory; must know details of printing catalogue and publication work in order to give accurate written instructions to foremen of departments, and be good correspondent; only experienced man need apply. State reference and previous employers. Good salary to capable, progressive man. Replies held in strict confidence. B 122.

Managers and Superintendents.

WANTED IN SAN FRANCISCO—Experienced printing foreman; established plant wants a first-class working superintendent, one who understands the business thoroughly, capable of taking full charge and producing results—a hustler; must be first-class, up-to-date compositor; color work and publishing; excellent position, with future for right man. Address, stating full experience in detail, age, married or single, and wages to start, B 107.

SUPERINTENDENT is needed in a modern printing office located in the South; work handled is the better class of catalogue and commer-cial work; man with executive ability able to produce work at minimum cost; open shop. LINOTYPE, Box 553, Richmond, Va.

MAN with practical experience for production superintendent in large western New York plant; good salary for the right man. B 96.

WANTED —Job pressman who can turn out first-class work; good wages, steady work and an A-1 opportunity for advancement. DeVINNE PRESS, Canton, Ohio.

Proofroom.

PROOFREADER — Man who is thoroughly familiar with all branches of printing trade, to read proof in large Chicago office; permanent; \$47.50 per week; non-union. B 866.

SALESMAN WANTED to sell high-grade printing inks; representing rapidly growing manufacturers who sell to largest users of high-grade corp process inks and other large printing establishments; territory: St. Paul to the Pacific coast. Write and give full particulars. B 103.

WANTED - Salesman; one with experience in estimating; high-class catalogue house; must be first class; good opening for right man. B 94

WANTED — Printing salesman to call upon county and bank trade in live Western State. B 887.

INSTRUCTION.

LINOTYPE INSTRUCTION — 15 Mergenthalers; day course, eight weeks, \$100; 12 years of constant improvement; every advantage; thorough mechanical instruction. Call, write. EMPIRE MERGEN-THALER LINOTYPE SCHOOL, 133 East 16th st., New York city.

MISCELLANEOUS.

THE MONOTYPE KEYBOARD OPERATOR has the easiest and best position in the composing room; there is always steady employment at good wages. Why not learn monotype operating? Tuition is free in the monotype schools in Philadelphia, New York, Chicago and Toronto, and it only takes a few weeks for a good compositor to learn the work. Apply to the nearest city. LANSTON MONOTYPE MACHINE COMPANY.

LET ME ERECT, repair and adjust your printing machinery; satisfaction or no charges. HARRY PARMATER, 1009 Beech st., Lansing, Mich.

WANTED -- Advertising matter (my imprint) to mail to business men. G. EDWARD HARRISON, Printing Agent, Baltimore, Maryland.

SITUATIONS WANTED.

WANTED — Situation by thorough all-round bookbinder; fully capable of taking charge of medium sized bindery doing blank books and loose leaf work; prefer Northwest or Middle West. B 113.

BINDERY FOREMAN, first-class mechanic, including machinery, thorough business experience, good executive and systematizer, wants position. B 950.

Composing Room.

THOROUGHLY UP-TO-DATE PRINTER-operator-machinist desires connection with first-class newspaper or job office in good community west of the Mississippi; am 34 years old and high grade in every respect; do not desire large city; business and executive ability; might invest some. Write fully. L. PARKER, care of National Book Co., 810 Chestnut street, Chattanooga, Tenn.

EXPERIENCED MONOTYPE, sorts, lead and rule caster operator is open to offers of employment by those desiring a steady and reliable man; references furnished if desired. F. H. J., Box 474, Phoebus, Virginia.

PADDING For Strength, Flexibility, Whiteness and General Satisfaction.

ROBERT R. BURRAGE 83 Gold Street

NEW YORK

Managers and Superintendents.

WANTED — Position as superintendent or assistant superintendent of large printing plant by job printer and linotype operator-machinist of 30 years' experience; estimator and correspondent; 15 years in last position as superintendent of small plant; east of Chicago preferred. B 92.

POSITION as mechanical superintendent by thoroughly competent man in all branches of the letterpress business; can demonstrate his knowledge and ability by doing any part of the work personally; close buyer; strict in discipline and system. B 116.

SITUATION WANTED by compositor as foreman or superintendent; experience in all departments and on high-grade catalogue and color work; union. B 125.

Pressroom.

SUPERINTENDENT-FOREMAN — Pressroom executive desires to make a change; at present in charge of very large pressroom of large printing plant in the East; thoroughly practical, successful executive, capable of taking charge of large plant; over 25 years' experience with all classes of work and all makes of presses; references of the highest order; connection desired with progressive concern. B 108.

Representative

BRITISH REPRESENTATIVE, one who knows the British printing industry thoroughly, has first-class connections, would like to connect with printing machinery manufacturer or any up-to-date time and labor saving appliance. B 105.

WANTED TO PURCHASE.

WANTED — Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

VICTORIA OR HERCULES—Embossing and printing press, Rockstroh & Schneider make; will pay the price of a new machine for one that has been used, but in good condition; send full particulars. RICHARD M. KRAUSE, 230 West 17th st., New York city.

WANTED — We will buy or sell for you your surplus machinery. Send us your list and, if possible, description, condition and price f. o. b. your city. We can handle your complete plant. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

WANTED TO BUY secondhand Meisel and Kidder flat bed roll presses; what have you to sell in any style of roll printing presses? Address, with full particulars, THE STANDARD REGISTER COMPANY, Dept. P, Dayton, Ohio, U. S. A.

WANTED — Secondhand Washington hand press suitable for proving sheet size 11 by 15 inches; press must be in first-class condition.

MACE ADVERTISING AGENCY, 506 Lehmann bldg., Peoria, Ill.

WANTED — Matrix rolling machine — casting box — 1,000-lb. metal pot. Write us in reference to any stereotype machinery you have for sale. THE STANDARD REGISTER CO., Dayton, Ohio.

WANTED—A 14 by 22 Colt's Armory press; please state model, age, condition and price. EDWARD S. PARET COMPANY, 210 South Fifth st., Philadelphia, Pa.

WANT used gas linotype pots. If you have replaced any with electric pots and they are in good condition, you can turn them into money by addressing B 948.

WANTED — 12 by 18 New Series Chandler & Price jobber; must be in good condition; state all particulars and cash price. E. H. SHARTLE,

WANTED — To purchase two Miehle 4-0 presses; presses to be in good shape. TRANSO ENVELOPE CO., 3512 N. Kimball av., Chicago, Ill.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINT-ERS SUPPLY CO., 282-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED for cash, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED — Secondhand Harris automatic press to take plate $25\frac{1}{2}$ by 36; state location, condition, price, etc. B 76.

WANTED — Meisel rotary press; what have you in a roll printing rotary press? Describe fully. B 117.

WANTED — Meisel sales book press. State full particulars and best price in first letter. B 25.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color plate, strong wording and complete "layout"—new design each month. Write today for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

BLOTTERS — LITHO HEADS, LANDSCAPES.
The HEANY-BRYSON Company, Inc., Pittsburgh, Pa.
Sample set 126 stock subjects, \$1 postpaid.

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Calendar Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black.

CABOT, GODFREY L .- See advertisement.

Chase Manufacturers

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Half-Tone or Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting Machines.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

Demagnetizers and Ink Dryers.

UTILITY HEATER CO., 220 Centre at., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses.

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraving Methods.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalkotype Board; no routing of open spaces. Send postage for specimens. HENRY KAHRS, 240 East 33d st., New York.

Job Printing Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers.

UTILITY HEATER CO., 220 Centre st., New York. Gas machines that stop offset and electric troubles, and are safe for all presses.



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The art of producing embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

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Numbering Machines.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Paper Cutters.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Perforators.

ROSBACK CO., Benton Harbor, Mich. Perforating machines of kinds, styles and sizes.

Photoengravers' Supplies.

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established

Printers' Supplies.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER - See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO .- See Typefounders

Punching Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Roughing Machines.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Stereotyping Outfits.

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Tags.

OUR SPECIALTY IS TAGS, blank, printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. You take the order, we make and print the tags for you. Send for quotations on anything you need in the TAG line. Quick service. DENNEY TAG COMPANY, West Chester, Pa. Oldest and largest exclusive tag factory in the world.

Typecasters.

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

AMERICAN TYPE FOUNDERS CO., original designs in type and deco-AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av. BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

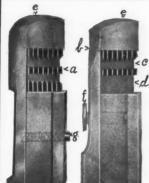
Wire Stitchers.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Wood Goods

AMERICAN TYPE FOUNDERS CO .- See Typefounders.



A Great Improvement!

Over 100% Added Efficiency

THE NEW

MODEL B RE-SHAPER

Fig. 1 shows Improved Elevator of new Model B Matrix Re-shaper (Fig. 2 old model).

a is reversible double forming segment, replacing c and d,
Fig. 2. In case of breakage entire section can be removed. reversed and replaced, bening as new again (100%

UUUUUU

improvement). g is new automatic safety positive locking pin, replacing frail finger catch f, Fig. 2, simpler and stronger. e shows apex where blow falls—improved in Fig. 1. e indicates weak place in old model—greatly reinforced in Fig. 1. This new Elevator and Reversible Forming Segment will also fit old model, which will make the old tool equal to the new Model B when these improvements are applied. Simpler, stronger, and better made than former tool.

FIG. 2

Price: Model B . . \$12.00 Postpaid and Insured

For both Linotype and Intertype

PERRY E. KENT

332 E. 187th Street



BROWN SPLIT GRIPPERS

Are easy to apply and do not get out of order

Do the work of several expensive machines and do it FREE OF COST.

WANTED

Two Harris E-1 Printing Presses

GALLOWAY LITHOGRAPHING COMPANY

San Francisco, California



DO YOU realize, that on the average, paper constitutes less than one-third of the cost of the finished product in a "printed job?"

But that one-third is the most conspicuous part of the job—especially if poor in quality and ill-chosen. It is the one part of the job that appeals to the sense of touch as well as the sense of sight. If it is a coated cardboard the issue is emphasized.

OAK LEAF ULTRAFINE COATED CARDBOARDS

are made to give the printer and the customer definite results that mean more than merely a "printed job."

—ULTRAFINE COATING works with the printer to give the ultimate customer effects that enhance the selling power of the printed result.

—ULTRAFINE COATING makes possible printed results that command the topnotch price.

 $-\mbox{ULTRAFINE}$ COATING is all that you need to be sure of in buying surface-coated cardboard and cover stocks.

SOLD UNDER THE BRAND NAME "OAK LEAF"

"The Best in Cardboard Since 1857"

Ultrafine White and Tinted Translucent Ultrafine Folding and Embossing Translucent Ultrafine Post Card Stock

Ultrafine Post Card Stock Ultrafine Litho Coated Blanks Velumet Coated Cover

Castilian Coated Cover

Reliable Litho Blank Oak Leaf Tough Check

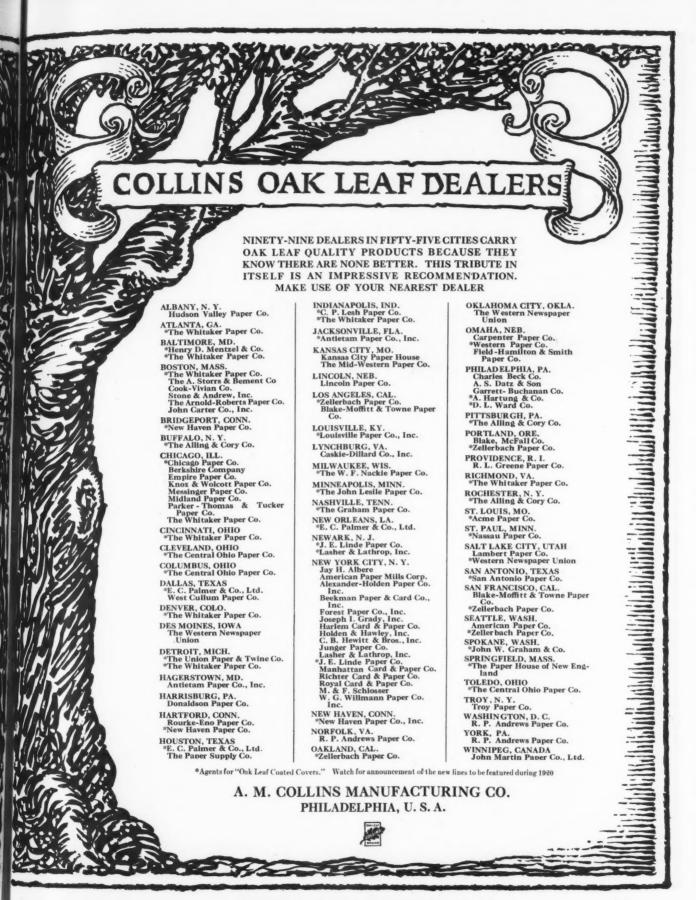
Oak Leaf Railroads

Oak Leaf Folding Satin

Duotone Translucent

A. M. COLLINS MANUFACTURING CO. PHILADELPHIA, U. S. A.







The Name Invites Comparison

THE WHITAKER PAPER CO.

HOME OFFICE

CINCINNATI, OHIO

Divisional Houses

Atlanta Boston Detroit Denver Dayton, O. Indianapolis Pittsburgh

Branch Houses

Birmingham Columbus, Ohio Richmond, Va.

Sales Offices

Akron Buffalo Cleveland
Colorado Springs Kansas City
Knoxville Lexington Louisville
New Haven Philadelphia Provisence
Salt Lake City St. Louis



"OMPARISONS are odious" only to those persons or things that pretend to be what they are not. To genuine competitors, comparisons are not only welcome but essential. Comparison implies likeness of essential characteristics differing only in degree. Seventeen years ago we brought out a high-grade, popular-priced rag-content bond paper, we believed to be worth more than other papers of similar material, workmanship, purpose and price. We therefore named it

Worthmore Bond

A Whitaker Standard

We offered it simply on the basis of comparison with competitive sheets, and quickly established an enormous sale for it. By keeping the quality and price of Worthmore Bond where they can always stand the fierce white light of comparison, we have not only maintained but vastly increased its prestige and its sale. On this basis we solicit the continued patronage of present users and invite introductory orders from those who are now paying the Worthmore Bond price for papers that are probably worth less.

White and colors. Envelopes and ruled headings. Sizes and weights to meet all market requirements. Samples for the asking.



BROWN'S Linen Ledger Papers

LASTING legibility, wonderful writing and erasing qualities, great tensile strength, are some of the features that make Brown's ideal for loose-leaf systems, contracts, leases, etc.

Brown's are made of pure white rags and will not weaken with age. They cannot discolor because strong bleaching chemicals are not used in their manufacture.

For over half a century, county, state, and city governments, and big business generally, have adopted Brown's because of their Gibraltar-like permanence.

Brown's Linen Ledger Papers add but a fraction to the cost of a record book but add years to its life. Teach your customers to use the best—Brown's. It's the best for them and for you.

Send for sample book today

L. L. Brown Paper Company, Adams, Mass., U. S. A.



THE rubber stamp is a simple primary method of printing.



A CATALOG picture

of a rubber stamp.

THE printing press does in a better way exactly what your rubber stamp does,

Your rubber stamp and his printing press

If printing a fine catalog were as simple a matter as wielding a rubber stamp, there might be some excuse for the general idea that a printer shouldn't require much time or material to turn out a good job.

But even to print a picture of a rubber stamp requires time, judgment, costly materials, and the work of a number of skilled men.

If you merely want a picture of a rubber stamp to illustrate a point, a simple outline drawing that suggests a stamp is enough. But suppose you had rubber stamps to sell, and you wanted to make a picture of your stamp so true to life that people would want to buy it of you. Then you want a specially good picture.

This picture would be engraved on a copper plate. The plate would be put on a press, where first ink rollers and then the printing paper would engage its surface. Now then—if the picture and the engraving plate were made for just any good paper, and just any good paper were used your printed result might be pretty good.

But if you are particularly proud of your rubber stamps, or whatever you are selling, and you want your printing to speak for and as your product, it is worth while to use a paper manufactured to

exactly the standards of the printing you want done.

Most printers are familiar with the Warren Standard Printing Papers and are appreciative of what the Warren Standards have done to further the cause of Better Paper, Better Printing.

Examples of the kind of printing any good printer or any buyer of printing may legitimately expect if a Warren Standard Printing Paper is used may be secured by writing us, or by consulting Warren's Paper Buyer's Guide, or the Warren Service Library.

These books are to be seen in all the public libraries of our larger cities. They are also on exhibit in the offices of catalog printers and the merchants who sell the Warren Standard Printing Papers.

S. D. WARREN COMPANY, Boston, Mass.



Printing Papers



A GOOD NAME

HOWARD BOND

An ancient proverb tells us, "A good name is rather to be chosen than great riches."

HOWARD BOND

bears the name of the mills in which it is produced and its owner, and naturally its quality is sacred and zealously guarded throughout the entire process of its manufacture, and combines both a good name and good value.

The Printers and Lithographers

Have Acclaimed

HOWARD BOND

the perfect paper in color, strength and formation for *Letterheads*, *Billheads*, and every other business requirement.

COMPLETE STOCK—WHITE AND COLORS ALWAYS READY FOR DISTRIBUTION

Sample Book Sent Upon Request

The Howard Paper Company

URBANA, OHIO

There is a Revolvator for Every Kind of Piling



Hand Operated



Combination Hand or Motor Operated.



Motor Operated



Revolvable Base.

peculiarities of a piling machine. You may select from Nine Standard Models, a REVOL-VATOR which will exactly suit your particular piling or tiering requirements.

REVOLVATORS are made for Hand Operative and Combination Machine 1988.

REVOLVATORS are made for Hand Operation, Motor Operation and Combination Hand makes piles higher and labor costs lower.

Don't change your piling or tiering to suit the

or Motor Operation, all with either Revolvable, Non-Revolvable or Open End Bases.

Speed up your piling, reach that seemingly unavailable storage space with a REVOL-VATOR. One man can take it any place. A REVOLVATOR is the "Steel Giant" that makes piles higher and labor costs lower.

Send for Catalog I-50. It tells more about the REVOLVATOR and how you can use it.

REVOLVATOR CO.

Sales Agents for N. Y. Revolving Portable Elev. Co.

313 Garfield Ave., Jersey City, N. J.

REVOLVATOR

Get Ready for Summer Days

Install Rouse Roller Fans

Now! [They are a slight expense when you consider the protection to your rollers]



No. 2, for No. 00 to No. 00000 Special Michle Presses. No. 3, for No. 00 to No. 7-0 Michle Presses, with automatic								\$25.00 25.00	
feed									32.00
No. 4, for Miehle Two-Co matic feed, 2 fans			es,	with	or w	rithou •	t au	to-	60.00

WHY wait until the middle of summer to install Rouse Roller Fans on your cylinder presses? Put them in now and be prepared for the hot, damp weather which is on its way. Remember your troubles last season? Take time by the forelock and equip your presses now, and you will not be delayed by soft, mushy rollers next summer.

No Electrical Connections Necessary

The press supplies the power. The first cost is the only cost. Easily attached by your pressfeeder. Many satisfied customers testify to the merits of the Rouse Roller Fans. Order today.

Sold on a broad guarantee of satisfaction or your money back

H. B. Rouse & Company 2214 Ward St., Chicago

"Born Without a Curl" Ideal Guaranteed Flat Gummed Papers

Remember the Name.



Insist on this Label

Absolutely flat before, during and after printing.

Send for sample sheets

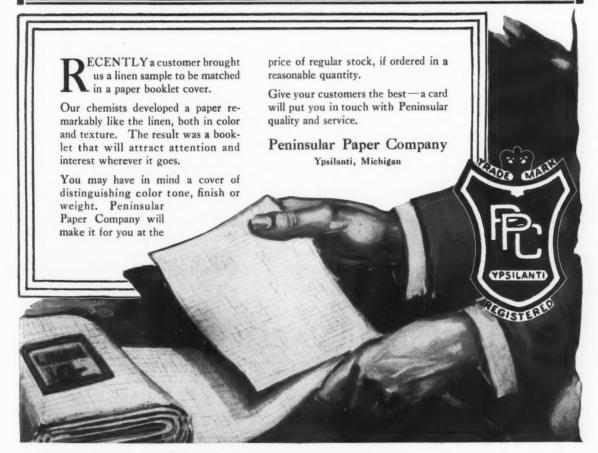
IDEAL COATED PAPER COMPANY

Mills and Main Office, BROOKFIELD, MASS.

NEW YORK

CINCINNATI

CHICAGO





Did you ever stop to consider how much it means to you to make an estimate for a prospective customer, specifying Old Hampshire Bond? By making it plain that

Old Hampshire Bond

will be used, and not an imitation or a cheap paper, you prevent an unfair competitor from figuring his estimate lower, merely because he intends to cheapen the stock.

Old Hampshire Bond is known all over the country. Specify it and advise your man that other bids should call for Old Hampshire if they are to be considered with yours.

You will feel safer and your customers' confidence in you will be increased.

Write us on your present letter-head and we will send you a copy of our latest booklet, "Wanted, a Correspondent," also our portfolio of specimen letterheads, printed, lithographed and engraved on the white and twelve colors of Old Hampshire Bond.

HAMPSHIRE PAPER COMPANY

SOUTH HADLEY FALLS, MASSACHUSETTS

CONCRETE

for Mercantile and Industrial Buildings Means —

- Fireproof, permanent, vibrationless, practically maintenance-free structures.
- Greater load carrying capacity and reserve strength.
- ¶ Speed of construction and uninterrupted construction, regardless of season.
- Well lighted, clean and healthful surroundings helping to make contented workers, who speed up production.
- ¶ First cost is practically the only cost.
- ¶ Low insurance cost.

You'll be interested in our new booklet "Mercantile and Industrial Buildings of Concrete." Just ask our nearest District Office to send you a copy.

PORTLAND CEMENT ASSOCIATION

OFFICES AT

ATLANTA
CHICAGO
DALLAS
DENVER
DES MOINES
DETROIT
HELENA
INDIANAPOLIS
KANSAS CITY
LOS ANGELES
MILWAUKEE

MINNEAPOLIS
NEW YORK
PARKERSBURG
PITTSBURGH
PORTLAND, OREG.
SALT LAKE CITY
SAN FRANCISCO
SEATTLE
SET LOUIS
WASHINGTON

THE MAJORITY of the publishers of this Country believe that their advertising space is a real commodity and well worth the price demanded.

They believe that the right price of space should be determined by circulation.

They invite the closest scrutiny of their product and provide positive proof of its value by their membership in the Audit Bureau of Circulations.

Through membership in the A. B. C., they also endeavor to discountenance the unfair competition of publishers who misrepresent circulation facts to advertisers.

The advertiser who buys space in an A. B. C. paper invests his money wisely and encourages a high ethical standard in the publishing business.

The advertiser who buys space in a non-A. B. C. paper is, to say the least, taking a chance and may be placing a premium on questionable methods.

THE INLAND PRINTER is a member of the Audit Bureau of Circulations. Its A. B. C. report is furnished to advertisers on request.

Found!

A Real Copy-Fitting System

THE DEINZER SYSTEM
"Makes the space fit the copy
and the copy fit the space."

TAKES THE CHANCE OUT OF DETER-MINING the space a given amount of copy will fill in any given size or style of type. Saves time wasted in composition by eliminating resetting on Linotype and Monotype or by Hand.

> Equally as Valuable and Essential to Advertising Writers and Layout Men

Send for FREE descriptive folder. It tells you all the many ways in which it can save you time, trouble and money. You can easily save its cost on one small job.

Write today

THE INLAND PRINTER

632 Sherman Street, Chicago

A
Handbook
for
Pressmen



138 pages.
Size, 5½x7½.
Cloth.
Price, \$2.
Postage,

A COMPLETE working manual wherein the pressmen will find genuine aid in their efforts toward perfecting themselves in their chosen vocation. New methods are clearly described, particular attention being given to the proper care and use of machinery and apparatus in the pressroom.

CONTENTS: Putting the Press in Condition; Adjusting Bed Movement; Cylinder Adjustments; Register Rack and Segment; Grippers; Side and End Guides; Setting the Rollers; Putting the Form to Press; Making Ready; Underlaying; Overlaying; Marking Out; Vignetted Half-tones; Ready to Run; During the Run; Quick Make-ready; Composition Rollers; Close Register Work; Colorwork; Papers and Inks; Electricity and How to Eliminate It; Pressroom System; The Pressman; The Feeder; A Few Don'ts.

THE INLAND PRINTER CO.

(Book Dept.)
632 Sherman St., Chicago, Ill.

You Will Find It Profitable to Stock

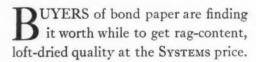
SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Distributors

ALBANY	
ATLANTASloan Paper Compan	ıy
BALTIMORE Baltimore Paper Company, In-	c.
Boston	
The A. Storrs & Bement Compan	ıy
BUFFALO The Disher Paper Compan	y
CHICAGOSwigart Paper Company	
The Paper Mills' Compan CINCINNATI	ıy
CLEVELAND The Union Paper & Twine Compan	
DES MOINESPratt Paper Compan	y
DETROIT The Union Paper & Twine Compan	
HARRISBURGDonaldson Paper Compan	
Kansas CityBenedict Paper Compan	
Los Angeles Blake, Moffitt & Town	
LOUISVILLE The Rowland Compan	
Manila, P. I	
MILWAUKEE	
MINNEAPOLISMinneapolis Paper Compan	
NASHVILLEClements Paper Compan	
NEWARK	
New Haven The A. Storrs & Bement Compan	y
New YorkJ. E. Linde Paper Company	
Miller & Wright Paper Compan	У
NORFOLKR. P. Andrews Paper Company, Inc., of Va	1.
OMAHACarpenter Paper Compan	
PHILADELPHIAA. Hartung & Compan	
Riegel & Company, Inc	C.
PITTSBURGH General Paper and Cordage Compan	У
PORTLAND, ME	
PORTLAND, OREBlake, McFall Company	
RICHMOND	
SALT LAKE CITYCarpenter Paper Company of Utal	
SAN FRANCISCO Blake, Moffitt & Town	
SEATTLEAmerican Paper Company	
SPOKANESpokane Paper and Stationery Company	
SPRINGFIELD, MASS The Paper House of N. E	
St. LouisBeacon Paper Company	
St. Paul E. J. Stilwell Paper Company	
TACOMA	
WASHINGTON	y
EXPORTA. M. Capen's Sons, Inc., New York	7
W. C. Powers Company, Ltd., London, England	1
ENVELOPES. United States Envelope Company, Springfield, Mass.	
wass.	



Order a case of Systems Bond today. It will pay you to keep a stock of it on hand.

Write us and we will be glad to help you link your sales efforts on this paper with our national advertising campaign.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 FIFTH AVENUE, NEW YORK

Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO



The economic position of the paper merchant in the printing industry

Report No. 2, of a series on the present day relationship between paper merchant, paper mill, printer and buyer.

"LIMINATE the middleman," has been the cry in many industries for some years. Yet if the middleman were not an economic necessity he would have been eliminated long ago by the pressure of competition.

Were it not for the paper merchant, the Printer* would have to send to one mill in one part of the country for one kind of stock; to another mill, perhaps thousands of miles away, for another kind. There would be correspondence and freight charges to take care of. He would be obliged to increase his clerical force—his overhead—to handle these extra details.

The relation of the paper merchant to turnover

This burden is removed by the service which the local paper merchant renders.



Turnover today is one of the vital principles of good business. And the ability of a Printer to get exactly the paper he wants in exactly the quantity he wants on almost an instant's notice makes rapid turnover of paper in the

AMERICAN WRITING

FACIF A PAPERS. RONDS_WRITINGS_IFDGERS_ROOK PAPERS_OFFSET

Albert W. Finlay favors buying through the paper merchant

President of the George H. Ellis Company, of Boston, and a former President of the United Typothetae of America, endorses the policy of buying from paper merchants. Following is a statement made recently by Mr. Finlay:

"The George H. Ellis Company buys all its paper through the jobber. . . . I believe that our policy is sound in this respect."

printing industry possible, and eliminates the factor of dead stock.

Few manufacturers are willing to sell in small lots. And yet that is exactly what the paper merchant is prepared to do, and is doing continually. The Printer can buy in accordance with his needs.

The paper merchant is a most important factor in the paper industry. He keeps in touch with the requirements of his territory. He is a constant source of education to the Printers who buy through him. He investigates market conditions; he studies the technical characteristics of papers. The character and variety of his stock meet all needs.

A suggestion to Printers

To all Printers the American Writing Paper Company makes the following recommendations:

Work with your paper merchant.

Do not place every order with a different firm.

Select your paper merchant on the basis of service, and then maintain a permanent business relationship with him.

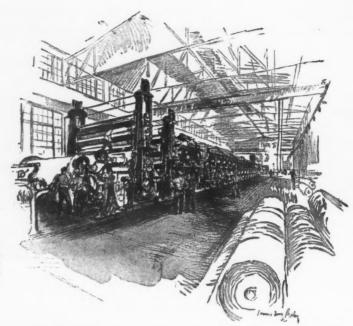
The remaining articles in this series will appear monthly in this publication. Each one will take up the problem of the paper merchant from another angle.

*Note: In general where the term "Printer" is used in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, and the engraver.



PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



This huge machine is the American Writing Paper Company's "superbook." It is 262 feet long, and makes a sheet of paper 12 feet wide at the rate of 400 feet a minute.

What brought about the American Writing's research laboratory?

Eagle A Bonds

Coupon Hurlbut Archive Agawam

Agawam Government

Old Hempstead

Persian Roman Hickory

Contract Rival

Japan Spartan

Bankers Indenture Standard

Vendome Debenture

Security Trust
Assurance

Victory Airpost

Chevron

Gloria Quality

Revenue Derby

Acceptance Norman Option

Freedom Bond D'Aigle Shado-craft Papers



This organization came into being because of the every-day needs of the paper makers and mill superintendents

WHERE did the idea first originate?
What forces brought it about?

Who demanded it?

Since the organization of the Research Laboratory of the American Writing Paper Company, these questions have been asked by printers and paper merchants throughout the country.

The contribution of the paper makers of 26 mills

For some years progressive paper makers in the American Writing Paper Company have recognized the need of eliminating guesswork in the making of paper. These men felt that after all there was one best method by which each individual paper maker could check up his own method.

Moreover, it was felt that there should be some way of testing out the improvements in paper-making that were being suggested by the men in the mills—some way of developing these ideas.

These needs have now been recognized

by the management of the American Writing Paper Company. The result has been the establishment of the Laboratory.

Informing the user of paper what he can expect

The buyer of paper today also is feeling the need for definite facts regarding the paper he buys. Printers and users alike feel that they should rely, not merely on their own rough judgment, but more on accurately worked out standards. These standards are being developed from the experience of the practical men.

With this knowledge got in accurate form and actually applied to the paper that leaves the mills, there is established a basis for a "square deal" in the paper industry. The paper merchant, the printer, the lithographer, and the user of paper are already noticing the difference. They can all know that what they are buying represents the sifted experience of thousands of men who have devoted their lives to the making of good paper.

AMERICAN WRITING

EAGLE A PAPERS: BONDS-WRITINGS-LEDGERS-BOOK PAPERS-OFFSET



Airpost Bond Chevron Bond Acceptance Bond

Three papers made by experienced paper makers

WASTE-SAVING methods of manufacture, large-scale production, years of practical experience in paper-making—these are what have made Airpost, Chevron and Acceptance Bonds what they are.

Careful research first determined what materials and processes to use. Then, under the control of the laboratory, small hand sheets were made. The processes were carefully observed, the sheets thoroughly tested. Causes of defects were eliminated, improved methods discovered. The paper was then made on a commercial scale by paper makers with years of experience behind them—some of them with

the American Writing Paper Company for 30 to 50 years.

The result is the unusual printing quality of these bonds. The accuracy of the methods of manufacture is responsible for the low price.

Airpost, Chevron and Acceptance Bonds are especially recommended for business stationery, for circular letters describing high-grade merchandise and service, for office forms requiring much handling.

Following are the weights and sizes:

17 x 22—16, 20 and 24 lbs. 22 x 34—32, 40 and 48 lbs.

AMERICAN WRITING PAPER COMPANY, Holyoke, Mass.

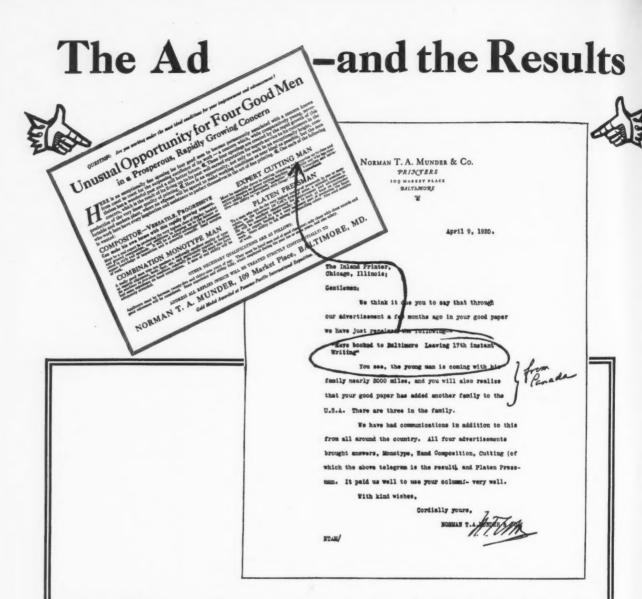
PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Special Uses of these Eagle A Bond Papers

Letterheads Order Blanks Factory Forms Bookkeeping Forms Bills of Lading Statement Heads Application Blanks Memoranda Stock Records Petty Cash Forms Stationery Requests Expense Blanks Estimate Slips Time-Keeping Blanks Special Notices Information Blanks Circulars Foldera Shipping Tickets





The Inland Printer is the universal meeting place for buyers and sellers in the printing business. If you are looking for help, this is the proper medium for reaching the progressive type of man wanted in every plant. Superintendents, foremen, compositors, and employees who are up to the minute are represented on the subscription list of The Inland Printer.

> If you are selling to printers, your message in THE INLAND PRINTER will reach the most progressive proprietors, managers, superintendents, foremen—the men who do the buying in the printing field.

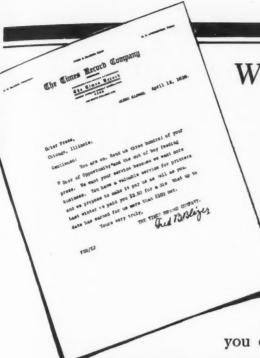
> Present circulation is over 11,000 net paid - something to think about in these figures!

There is still some space available for the June issue. Write or wire today for reservations.

THE INLAND PRINTER CO.

Attention Eldon H. Gleason Adv. Mgr.

632 Sherman Street Chicago, Ill.



We make the right kind of Steel Rule Cutting

DIES

For use on printing presses

This unsolicited letter tells the whole story. Here is what one printer has done with a Steel Rule Die. Are you, Mr. Printer, awake to your opportunities in this line? We make the dies for you or we will do the cutting also if desired.

GRIER PRESS, Incorporated

515 SOUTH DEARBORN STREET, CHICAGO, ILL.

Acknowledged Leaders in Steel Rule Die Cutting

Just Off the Press

NEW BOOKLET AND PARTS CATALOGUE

Covering Every Point of Interest on the

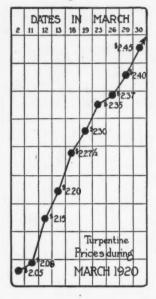
Horton Variable Speed Pulley

Write for a Copy

HORTON MANUFACTURING COMPANY

3008-18 University Avenue, S. E., Minneapolis, Minnesota

Why Ink Prices Must Advance



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The materials from which Inks, Varnishes and Colors are made rise rapidly in price. Take Turpentine for example: Just a year ago it was 62 cents a gallon in barrel lots. The chart here shows how the price jumped during March.

Every printer expects Ink prices to advance as inkmaking materials increase in cost.

High Grade Inks are always the cheapest

Sinclair and Valentine Co.

Write, Wire, Phone, Call at Nearest Office:

CHICAGO7	18 South Clark Street
NEW YORK605-6	11 West 129th Street
BOSTON	516 Atlantic Avenue
PHILADELPHIA	1106 Vine Street
BALTIMORE 312 N	North Holliday Street
BUFFALO	College Hill, Snyder
ST. LOUIS	320 Locust Street

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CLEVELAND321 Frankfort Avenue DETROIT.184 Gladstone Avenue NEW ORLEANS...425 Gravier Street ALBANY, and Other Principal Cities,

FACTORIES: NEW YORK, NEW JERSEY, CANADA

Bale Your Waste and Sell it-

Wasting waste is wasting money. Many firms in your industry are effecting big savings by using FAMOUS BALERS to bale their waste and make it salable.

The diversity of products which can be handled on FAMOUS BALERS is unexcelled. They bale practically every character of loose waste. There is a size and style FAMOUS BALER to suit your business. We will furnish specifications and estimates of balers to take care of your waste.

Write for our booklet - "Like Finding Money"-which describes these proven money savers.

Famous Manufacturing Co.

105 Main Street

East Chicago, Indiana

A Long-Wearing Motor

Here is a motor that is not only the acme of perfection when it comes to speed, but is unexcelled for wearing qualities.



PUSH-BUTTON CONTROL MOTORS



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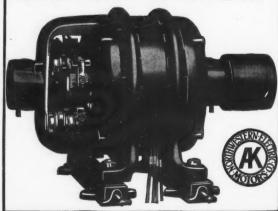
are running today after years of service and with a minimum of upkeep. Bear this in mind when considering your motor equipment. We have prepared an illustrated folder, full of useful information, and a copy is yours for the asking.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

KANSAS CITY, MO., 1924 Grand Ave. PITTSBURGH, PA., 719 Liberty Ave. SEATTLE, WASH., 524 First Ave., Sou

MONTREAL, QUE., 401 New Birks Bldg. MINNEAPOLIS, 8 N. Sixth St. TORONTO, 808 Tyrell Bldg., 95 King St.





His Money's Worth

In addition to good printing, you can offer your customer the most complete form of checkprotection available.

Show him how National Safety Paper protects all of the writing on both sides of a check, and he'll know he's getting his money's worth in "safety" alone. Your good printing is an added value.

Send for samples.

George LaMonte & Son
61 Broadway New York



QUITE naturally, the first appraisement of a catalogue is at its face value. The exterior must be so pleasing to the eye as to invite intimate acquaintance with the contents.

A catalogue clothed in Princess Cover Paper will always arrest the attention and elicit favorable comment. Such beautiful colors are not encountered in every mail; they are a little high priced for the common run.

To its attractiveness, Princess Cover Paper adds a service-ability that is only approximated by the best cloth binding fabrics.

Have you a demonstration book of Princess Covers? Are you receiving XTRA, the inimitable H. O.?

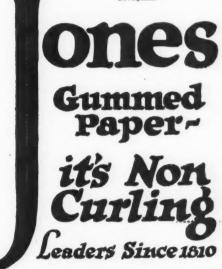
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Jones Non-Curling Gummed Paper goes on and comes off the press flat as a pancake, with none of that trouble-some, time-wasting work, pulling apart sticking sheets. For a fine printing surface, for a hair-line register, for allround, genuine satisfaction, insist on Jones Non-Curling Gummed Paper for your next order.

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are derived from the money saved as well as from the money made in the operation of the presses. Whether type presses or offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

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The POTTER OFFSET The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of work of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

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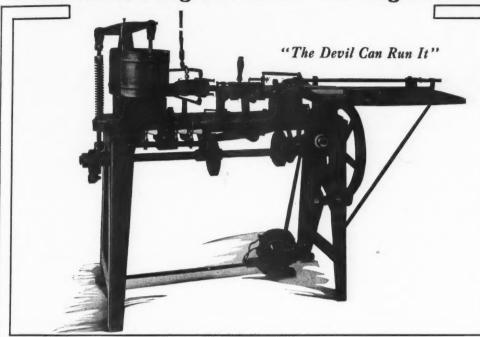
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Printers' Supplies, Ltd.

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Elrod Lead, Slug and Rule Casting Machine



Elrod Slug Caster

The Elrod Slug Caster is a machine that will cast all the strip material used in a printing office. It makes leads, slugs, column rules, border rules and all classes of straight-line printing face material at a cost lower than that of distribution of a like quantity of the same material. It is of low cost to install and of low cost to operate. It does not require the constant employment of a specialty man to operate, but can be operated by any one in the composing room after a few hours' instruction.

The Material The material made by the Elrod Slug Caster is of better quality than that sold by the type foundries. The leads, slugs, rules, etc., made on this machine are absolutely solid, and, being made of linotype metal, are very much harder than the usual type founders' leads and slugs. Being entirely devoid of porosity, the printing height material made on this machine will stand up under any pressure to which it may be subjected under the press or in the stereotyping process. The material is made in continuous strips and automatically cut to any measure up to twenty-four inches.

Speed of Production The machine will cast 100 pounds or more per hour of six-point low slugs, or at the rate of a galley of single-column slugs each seven minutes. Printing height material is made at the same speed in inches per minute, and, of course, as many more pounds per hour as the height exceeds that of the low

slugs. Two-point material is made at about forty pounds per hour, and three or four point material in proportion.

Thoroughly Tested Elrod Casters have been in operation for more than a year in several plants and have given entire satisfaction. In one daily paper the machine has been in operation every day for more than a year and has not yet cost a cent for repairs. In fact, as the machine consists of a very few moving parts—one shaft, a countershaft and five cams, together with four other moving parts—the chances for breakage are practically eliminated.

Space Occupied The machine requires a floor space of two by six feet and can be placed in any part of the composing-room, requiring no particular lighting. A quarter-horse motor drives it and it requires a small amount of water to cool the mold. It consumes sufficient gas to melt the amount of metal cast.

Write to nearest agency for catalogue and complete information.

ELROD SLUG CASTING MACHINE COMPANY

Main Office and Factory, 1316-1318 Harney Street, Omaha, Nebraska

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PITTSBURGH TYPE FOUNDERS CO., 349-342 Second SOUTH WEST AGENCY, 606 Transportation Bidg., Chicago.

PITTSBURGH TYPE FOUNDERS CO., 340–342 Second Ave., Pittsburgh, Pa., Pennsylvania, Western New York, Ohio, Virginia, West Virginia, Maryland, Dist. Columbia.

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The new home of "K.B."BLANKS The blanks that are made like bank notes for

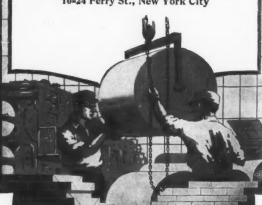
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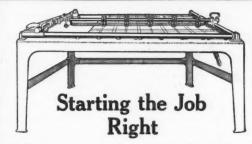


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These machines are sold under our positive guarantee against imperfections in the material and workmanship. That they will line up strike sheets accurately and in less time than they can be lined up by hand.

Hancock Perfecting Lineup Machine Co.
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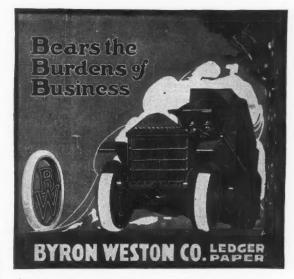
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Basis, 17 x 22-10. White and eight colors.

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The Esleeck papers are made of best rag stock. They are right for important uses in every business office.

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F. & L. Rutherford Half-Tone Black

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An Ink Reducer

Makes the ink lay beautifully smooth on the paper, prevents picking, brings life and lustre to old inks. 75c per pint can.



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> The outer shell conforms exactly to the shape of the inner pot, confining the flame close to the pot containing the metal, distributing the heat evenly, thereby melting the metal in the shortest possible time and with the greatest economy of fuel.

Ask our nearest branch house to send circular showing the full line—there is a size and a style to suit you.

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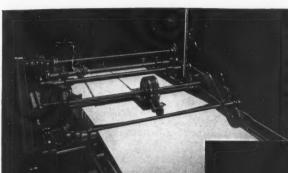
Makers of Superior Specialties for Printers

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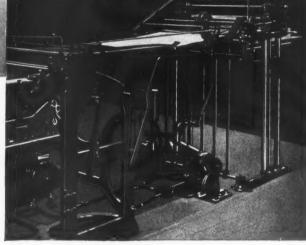
THE FROHN SIMPLEX PILE FEEDER

For Cleveland Folding Machines



Simple Efficient Dependable

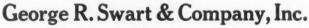
The sheets are advanced from the pile to the feed table in a "continuous stream," insuring maximum output.



NO SPEED IS TOO FAST FOR THE FROHN FEEDER.

The feeder will handle long and short runs economically and at the same time will produce larger output than can be obtained by hand feeding, regardless of length of run; will handle any weight or quality of paper coming within the range of the Cleveland folder.

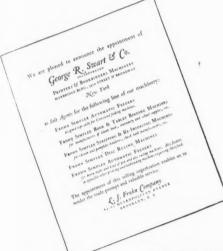
Write for list of installations where FROHN SIMPLEX FEEDERS are operating daily, increasing productive capacity of Cleveland folders and decreasing operating costs.



Printers' and Bookbinders' Machinery

Telephones: Greeley 525-2496

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Electric Pot Heater

For Linotypes, Intertypes, Monotypes and Linographs

Installed on a regular gas pot at our factory and shipped ready to replace your old gas pot. Inter-changeable with gas or gasoline burners in case of emergency.

From a User to a Prospective

From a User to a Prospective Customer.

Kaneas City, Mo., March 5, 1920.

Journal Publishing Corporation,
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This experience has been gained by actual tests in our plant under all conditions. The great advantage, in our opinion, of the Fortified unit over those of other concerns consists in this: Should the current of an entire district or city be shut off by reason of accident or severe storm, the time required to reheat the metal will not be lost, as this unit admits of an instant change to gas heating, while the other units are not adaptable to this change.

We do not hesitate to tell you that if we increase the capacity of our plant by additional machines they will be equipped with this unit immediately upon their installation. Sincerely yours,

WESTERN TYPESETTING COMPANY,

WESTERN TYPESETTING COMPANY,

WESTERN TYPESETTING COMPANY, By Henry E. Alwes.

Fort-ified Manufacturing Company

807 Walnut St., Kansas City, Missouri



This is No. o Poco Proof Press. Size 12 in. x 18 in. Who Needs It? You.

Poco the Proof: don't pound it

Pounding and planing proofs is too slow and inefficient for these modern times. Use the Poco Proof Press and get quicker, better results.

Lay the form either in a galley or flat on the bed (there is a removable galley plate for that purpose) and get a real impression. Halftones prove perfectly on the Poco Proof Press, and every error and defective matter in type shows up clearly.

Also it means much to a customer to have a good clean proof. He makes fewer corrections, is better pleased, and is impressed with your service and ability.

The Poco Proof Press is a bread winner, not a luxury—a necessity because a real time saver. Press can be placed on a stone, bench, table or stand, but the Stand and Paper Cabinet we supply is best.

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Hacker Manufacturing Company

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Perfection Saw and Trimmer for Composing Rooms

Model No. 2 \$140 Model No. 3 \$250

They Saw and Trim-

Linotype Slugs Electrotypes Stereotupes Wood Furniture Wood Reglet Leads and Slugs To Point System Accuracy

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Maximum Production from Your Folding Machines

Are you getting as much production per day from your fold-ing machines as you should? If you are not satisfied with your present results, install

THE MCCAIN Automatic Feeder

and watch the production figures swell. Easily attached to the Brown, Anderson, Dexter, Cleveland, and Hall folders. Feeds as fast as the folder folds. Write for literature.

McCain Bros. Manufacturing Company 29 South Clinton Street, Chicago, Illinois

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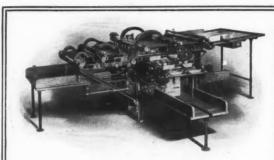
work. He is willing to pay the price if he can get what he wants. We have made the quality customer want

PEERLESS PATENT BOOK FORM CARDS

and while many are getting them, many are not because they have to be ordered from a distance. Let these people know you have the cards and you will get their business and hold t, and the cards will probably be the smallest item they will buy from you. They know you are a quality grow point and the set of the cause you handle these quality grow. The

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The John B. Wiggins Co. Established 13667 In 1867 Engravers, Plate Printers, Die Embossers, 1104 S, Wabash Ave., CHICAGO



C. F. ANDERSON & CO.
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Variable Speed Motors for Job Presses



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These prices are F.O. B. Kalamazoo, Mich.

The above is complete with spring base and foot control, all ready for ser110-volt, 25 to 60 cycles only. Always state voltage and cycles.

We guarantee satisfaction. Write for our booklet on press motors.

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The Goss High-Speed "Straightline" Press Used in the Largest Newspaper Plants in U.S. A. and Europe.

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The Goss Rotary Magazine Printing and Folding Machine Specially Designed for Catalogue and Magazine Work.

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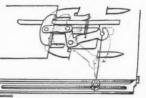
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Perfect Register with

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Colorwork Registered to the Dot.

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TROUBLE! MONEY!

A SORTS CASTER OPERATED ENTIRELY BY HAND-CASTING TYPE AND CUTS UP TO 6x9 PICAS.

Write us about our free trial offer

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AMERICAN WOOD TYPE CO. 302 McDougal St., Brooklyn, N.Y.

Make Your Equipment Complete

By the Installation of a

Nelson Punching Machine

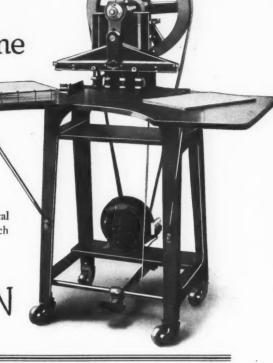
The purchase of a Punching Machine is based, primarily, on its ability to render service at least cost per unit as well as per year. The Nelson Press has no subsequent heavy expense for broken dies, parts, and equipment attendant upon a cheap machine with low initial cost.

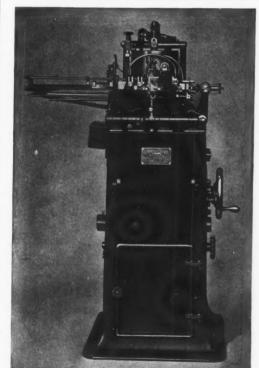
Nelson Dies are different both in their construction and performance. The punching members, after all, are the foundation of every punching equipment and the index to its earning capacity. Every Nelson die is built to the highest mechanical standard and warranted under an iron-clad Nelson guarantee which eliminates breakage, replacements, or inaccuracy of any kind.

BOOKLET ON REQUEST

C.R.&W.A.NELSON

190 North State Street, Chicago, Ill.





Rules, Leads, Slugs

Cost but a trifle more than type metal when produced by

THE

THOMPSON TYPE, LEAD & RULE CASTER

THEY are cast at remarkable speed—fifty pounds or more per hour—and are of a quality that leaves nothing to be desired.

In addition, the Thompson makes type, borders, spaces, quads, etc., in all sizes from 5 to 48 point from Linotype, Intertype, or Thompson matrices.

Before you buy a type caster, compare the quality and quantity of the Thompson product, compare the first cost of the machine; most important of all, compare the upkeep of the Thompson.

If you will make this investigation there can be no doubt as to the result — you will choose the Thompson.

THOMPSON TYPE MACHINE COMPANY, 223 West Erie St., CHICAGO



Raven Black

A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC. Chicago New York



What is this Job Worth?

You, Mr. Printer, are asked this question over and over every day. How much of your time do you spend "figur-ing" to satisfy this question?

The "7 in 1" Letterpress Labor Scale will give you the answer to the above question with abso-lute accuracy, in just one-seventh of the time you now spend in answering it.

The "7 in 1" Labor Scale, as its name implies, contains (in one amount) the selling price of seven different items that occur in every job of printing. They are: stock cutting, press lock up, press make ready, press run, ink, wrapping and delivery.

To estimate the ordinary job of printing by the "7 in 1" Labor Scale requires but three items: stock, composition and "7 in 1." Stock and composition you must compute, "7 in 1" instantly gives you the total of the other seven items, in any quantity, from one sheet to a million or more.

I will send the "7 in 1" Labor Scale, prepaid, to any printer on request; use it for ten days, and if you are then able to get along without it, return same to me, or if you find it what I claim it to be, send me your check in payment.

The "7 in 1" Labor Scale covers a range of work of all classes, and from the smallest Platen Press to the largest Cylinder.

"7 in 1" Letterpress Labor Scale, Platen Only, \$2.50 "7 in 1" Letterpress Labor Scale. Platen and Cylinder, \$6.00

M. A. HOWE, care Pioneer Bindery & Printing Co. Tacoma, Washington



"Keep this, Joe.

It has the whole cyclopedia of Envelope dope boiled down to two pages."

(Referring to our New List No. 18 sent free to Printers on request.)



SKIPPING WHEELS can be inserted in

American Numbering Machines

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.

American Numbering Machine Co. 220-226 Shepherd Ave., Brooklyn, N. Y.

A layout of jobs "2," "3," "4," and "5" on is shown below

JOB 2 ON SkipWheels Skipping 2

JOB 5 ON

SkipWheels

Skipping 5

No. 1 No. 2

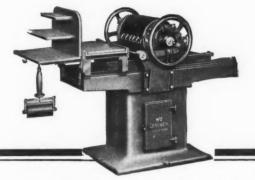
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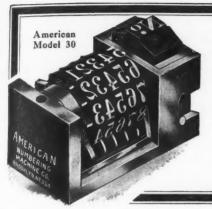


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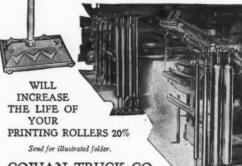
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Of THE INLAND PRINTER, published monthly at Chicago, Illinois, for April 1, 1920.

State of Illinois } 88.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared James Hibben, who, having been duly sworn according to law, deposes and says that he is the business manager of THE INLAND PRINTER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, to wit:

2. That the owners are: Estate of Henry O. Shepard, deceased, for the beneft of Mrs. Jennie O. Shepard, 635 S. Ashland av., Chicago, and Mrs. Clara J. Shepard, 635 S. Ashland av., Chicago.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are:

None.

None.

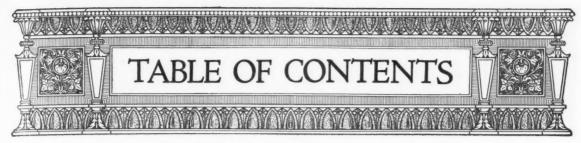
4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JAMES HIBBEN.

Business Manager.

Sworn to and subscribed before me this 3d day of April, 1920.

FRANK O. MARKHAM. (My commission expires March 8, 1924.)



MAY. 1920.

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The INLAND PRINTER

Vol. 65, No. 3

HARRY HILLMAN, Editor

June, 1920

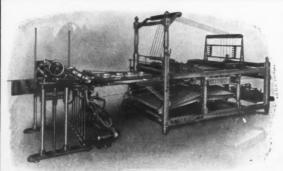
Published Monthly by

THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U. S. A. New York Advertising Office, 41 Park Row

TERMS — United States, \$4 a year in advance; single copy, 40c. Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.



Moore & Company, Baltimore, Md., write us in regard to the Hickok Automatic Paper Feeder as follows:

"The Hickok Automatic Paper Feeder you sold us in January last is giving perfect satisfaction on jobwork, which we were afraid it was not adapted to. Our head ruler was extremely prejudiced against putting it in, but is now fully convinced."

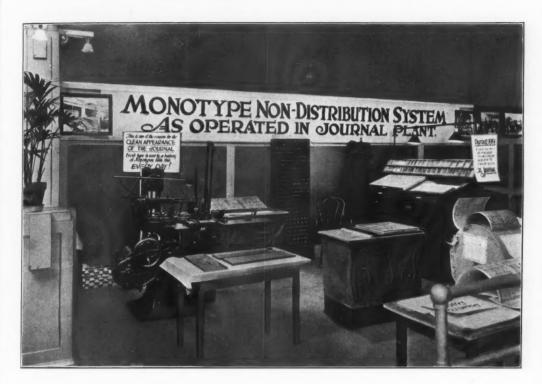
THE W. O. HICKOK MFG, COMPANY

Established 1844

Harrisburg, Pa., U. S. A.

NON-DISTRIBUTION

Advertised by an Enthusiastic User



The Milwaukee Journal moved from its ad room a Monotype and Non-Distribution accessories to exhibit the system at the Milwaukee Advertising Show. Two operators were on duty demonstrating the Monotype System. The card tells why:

This is one of the reasons for the clean appearance of the *Journal*. Fresh type is cast by a battery of Monotypes like this every day

Lanston Monotype Machine Co., Philadelphia

NEW YORK

BOSTON

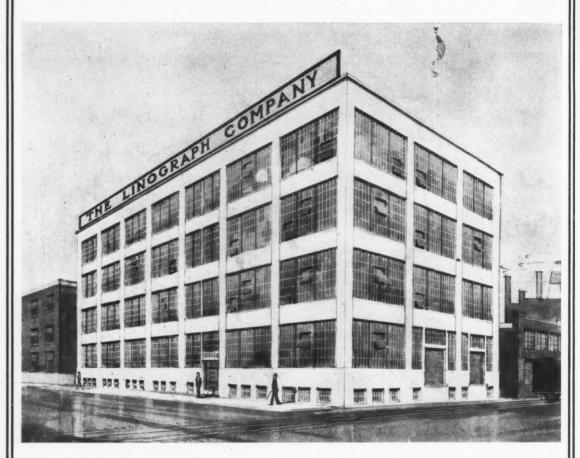
CHICAGO

TORONTO

Monotype Company of California, SAN FRANCISCO

292

The LINOGRAPH FACTORY



P to the present time the LINOGRAPH has been made in crowded quarters, and there have been many inconveniences and difficulties connected with its manufacture. Now we are moving into this magnificent new building, an all-daylight plant of five floors, with every modern convenience for our employees, and every facility for successful manufacture of an efficient slug-casting machine.

We desire to express our appreciation to all who have encouraged us during the past, and hope we may merit further support and encouragement in the future.

This building with all its modern equipment is the best evidence that the LINOGRAPH has made friends wherever it has been introduced. The fact that every LINOGRAPH installed created demand for others is what made possible a new and larger factory.

We invite correspondence, and we are always pleased to send descriptive literature upon request.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U.S.A.

ETABLISSEMENTS PIERRE VERBEKE General European Agent

Rue des Boiteux 21 Brussels, Belgium

PARSONS & WHITTEMORE, Inc. Agents for Australasia 30 Market Street Sydney, Australia, N.S.W.

AVERAGE OPINIONS OF USERS of The DEXTER COMBING PILE FEEDER

The four Combing Pile Feeders are giving perfect satisfaction. In fact, they exceed our expectations, and it is really remarkable how steadily these machines will feed, and also how accurately.

The Feeder is very satisfactory and is the machine for any office that has any kind of long or short runs. We have successfully had forms of a few hundred or so put on to an advantage over hand feeding.

Most of our work is in two colors, and we are getting an average of 13,000 sheets in eight hours, with perfect register. We have had no trouble with it and would not part with it for four times its cost if we could not replace it.

"There is one thing in this world that is not over-advertised," having in mind the Grand Canyon of Colorado. Now I am quite willing to say there are two things, the other being the Pile Feeder of the Dexter Folder Company.

You ask what we think of the Feeder you installed some time ago on our pony Miehle press. I don't believe I can say anything stronger than to ask you to call to see us about installing another Feeder of this type on our No. 4 four-roller Miehle machine.

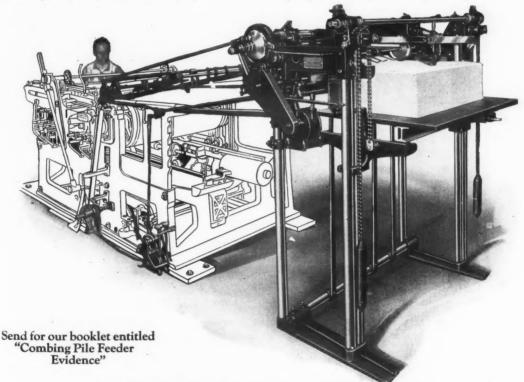
We are using this Feeder on the finest kind of four-color halftone printing on coated paper and also on news stock where we require quick production, with perfect results in both cases. We like this feeder so well that we have just gotten another one of the same kind.

Last fall we had two identical orders—same paper and same size. The press with the Dexter Combing Pile Feeder ran 17,000 impressions while the press which was hand fed ran 11,000, so anyone can readily see that there is quite a saving in using these Feeders.

In the writer's opinion, the machine is ideal. It seems to him that the principle applied in this machine to mechanical feeding is the correct one. It is doing its work fully up to its representation and is perfectly satisfactory in every way. In the matter of operation it is simplicity itself.

We have fed everything from tag board to onion skin to perfect register, and in size we have fed without difficulty larger and smaller sheets than the Feeders are supposed to feed. The rapidity and ease with which they are changed for different size sheets make them practical for short as well as long runs.

Our experience with the Dexter Combing Pile Feeder is that no printing office is complete without them. We have had one in our office for over a year and it gives us entire satisfaction in every respect, always ready to do the work, never complaining of a long run. It is a pleasure to do business with the Dexter Folder Company. You may expect to hear from us very soon again.



DEXTER FOLDER COMPANY

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

NEW YORK CHICAGO

PHILADELPHIA

BOSTON DALLAS

ALLAS ATLANTA

ANTA TORONTO

SAN FRANCISCO

Please Mention THE INLAND PRINTER When Writing to Advertisers.

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FOOD FOR THOUGHT

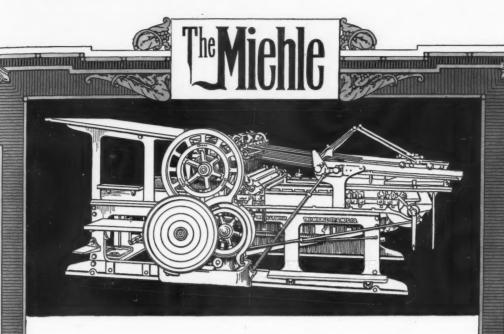
The significant factor in the result

The insignificant factor in the cost

FEED YOUR PRESSES THE BEST INKS

SIGMUND ULLMAN CO.

NEW YORK CHICAGO



Something for Nothing

High speed on the Miehle is a perfectly natural function. The Miehle operates at the highest attainable speed easily and without strain or

You can drive a Miehle to its full capacity day after day, week after week, months, years, and the press answers to the call without effort, without reduction of quality.

Is this something for nothing?

By no means. This capacity for speed, this remarkable resistance to wear are built into the press in brains, labor and material. It is the quality of design and construction of the Miehle which is responsible for this increased output.

And this gives the purchase of the Miehle its definite investment character.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block

HILLANDERHOLDER FOR FERSTELLER FOR FOR THE FEBRUAR CONTROL OF FEBRUAR CONTROL FOR FEBRUAR FEBRUAR

PHILADELPHIA, PA., Commonwealth Trust Bldg. DALLAS, TEX., 611 Decre Bldg. dy Co. DISTRIBUTERS for CANADA: Toront

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

The LINOGRAPH FACTORY



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80

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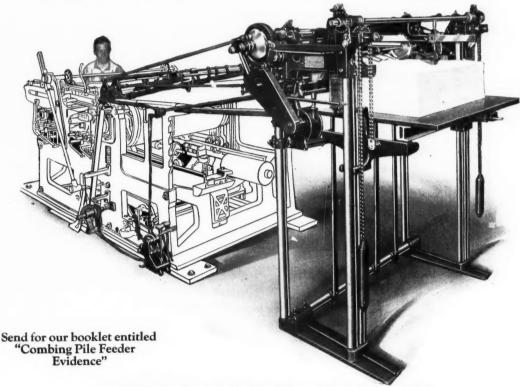
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BOSTON DALLAS ATLANTA

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SAN FRANCISCO

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FOOD FOR THOUGHT

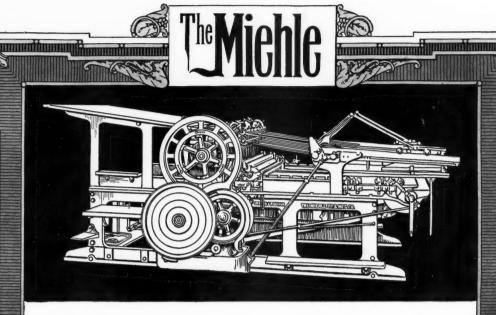
The *significant* factor in the result

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THE BEST INKS

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MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
VEW YORK, N.Y., 2840 Woolworth Bidg.
DALLAS, TEX., 611 Deere Bidg.
BOSTON, MASS., 176 Fede
SAN FRANCISCO, CAL., 6

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Cutting Cost of Set-Up-Makeup-Lock-up

DON'T BLAME your Composing Room Foreman when cost of set-up, make-up and lock-up (likewise make-ready) is higher than it ought to be, and output falls behind, and profits almost seem to disappear—if you compel him to trim,

mortise, miter and bevel in the old by-hand, by-guess, by-luck way. Ask him. He'll admit time is being sacrificed every day, every hour, that could be saved with a

Miller Saw-Trimmer

IT is the antidote for the high composing room costs, for inaction and delays, for wasted time, wasted money and wasted human energy.

A JOB may show a profit under the old conditions—usually does, or you would shut up shop. But in the Miller Saw-Trimmer-Equipped-Plant, every job requiring Miller treatment (and most jobs do) shows extra profit. In addition to saving of time over the old hand methods of treating cuts, etc., the mechanical accuracy of Miller Saw-Trimmer op-

mechanical accuracy of Miller Saw-Trimmer operations insures a perfect set-up, make-up and lock-up, resulting in a saving of time in makeready, as well as fredom from workups and other causes for stops during the run. In brief—a higher quality of printing as well as a substantial increase in production.

YOU NEED a Miller Saw-Trimmer to put new pep into your workmen—to innoculate them with new enthusiasm, new pride in their handiwork—to get away from tedious waiting and delays—from alibis that spread the habits of inaction, inefficiency and careless methods throughout your entire plant.

WE WANT you to find out just what it can do for you—and the easiest and quickest way to find out is to drop us a line today, requesting the whole story of the Miller Saw-Trimmer.

MILLER SAW-TRIMMER CO.

Point Building - Pittsburgh, Pennsylvania, U. S. A.
ATLANTA - BOSTON - CHICAGO - DALLAS
NEW YORK - PHILADELPHIA - SAN FRANCISCO





TRIMMING LINOTYPE

SLUGS



THE WEST VIRGINIA PULP & PAPER COMPANY
NEW YORK AND CHICAGO



THE West Virginia Pulp & Paper Company mark protects you on quality and uniformity. Every case is labeled with our guarantee mark. The following distributors are ready to serve you with samples. Be sure your name is on the mailing list of our nearest distributor so that you receive the MILL PRICE LIST monthly.

DETROIT The Union Paper &	Twine Company
CLEVELAND The Union Paper &	& Twine Company
CINCINNATI	Woods Company
PITTSBURGH	
BOSTON	Roberts Company
PHILADELPHIA Lindsay Broth	
WASHINGTON, D. C. R. P. Andrew	
NORFOLK, VA	vs Paper Company
YORK, PA	
NEW YORK & CHICAGO The West Virginia Pulp &	& Paper Company

PRESSMAN PREPARE

26

The Printing Shop of the future will use the mechanical chalk overlay for all half-tone and fine printing. For it is only by the etching process that the fine graduations of tone and vignette can be shown to their full value. Only by this method can the most minute details of the half-tone be duplicated in relief, thus insuring perfect reproduction of the engraver's work.

All Progressive Pressmen should become thoroughly familiar with this method, not by merely reading about it but by actually using it in their daily work. They should request that their shop be equipped to make chalk overlays.



THE OAK LEAF OVERLAY PAPER

(PATENTED)

is sold without restriction. It is made by the same firm and with the same care that Oak Leaf Ultrafine coated cardboards are made, and carries the same absolute guarantee of perfection and satisfaction. It is most simple and practical to use.

Mail this coupon for prices and instruction booklet.

THE A. M. COLLINS MFG. CO.

226-240 COLUMBIA AVE.

PHILADELPHIA, PA.

COLUMBIA MPG. CO.

COLUMBIA AVE.

PHILADELPHIA, PA.

COLUMBIA AVE.



In Use Wherever Printing is Done

MACHINES

Lee Two-Revolution Press
The Moderate-Priced, All-Around Money Maker

Stonemetz Two-Revolution Presses
Printed Side Up Delivery

Diamond Power Paper Cutters In 30, 32 and 34 inch Sizes

Diamond Combination Lever and Power Paper Cutters

In 30, 32 and 34 inch Sizes

Diamond Lever Paper Cutters In 30, 32 and 34 inch Sizes

Advance Lever Paper Cutters In Six Sizes, 16 to 33 inches

Hoerner Combination Shute-Board and Type-High Machine

Mercantile Addressing Machine Foot Power; uses type or linotype addresses

> Challenge Proof Presses In Two Styles and Seven Sizes

UTILITIES

McGreal Combination Chases
Lengths 4 to 623/4 inches, with or without cross-bars

Challenge Mammoth Iron Furniture From 15 x 15 to 60 x 120 Picas

Challenge Labor-Saving Iron Furniture
The Strongest Iron Furniture Made

Challenge Plate-Mounting Equipment Sectional Blocks, Bases, Hooks, Catches, Etc.

Challenge Newspaper Bases

Challenge Hempel Quoins

Challenge Quoin Keys In Many Styles

Challenge Type-High Gauges In Many Styles

Challenge "Rigid Rim" and "Pressed Steel" Galleys

In All Job, News and Mailing Sizes

Challenge Galley Storage Systems

SOLD AND GUARANTEED BY ALL DEALERS IN PRINTERS' SUPPLIES

The Sun Never Sets on "Challenge Creations"

THE CHALLENGE MACHINERY CO.



MAIN OFFICE AND FACTORY

Grand Haven, Mich., U.S.A.

CHICAGO 124 S. Wells Street NEW YORK 71 West 23d Street

By Eliminating Ink Troubles in the Pressroom



The use of REDUCOL has eliminated the ink troubles of—

Beck Engraving Co. Philadelphia, Pa. Philadelphia, Pa.
Chas. Scribner Press
New York, N. Y.
Corday & Gross
Cleveland, Ohio
Gugler Lithographing Co.
Milwaukee, Wis.
H. S. Collins Printing Co.
St. Louis, Mo.
Ketterlinus Lithographing Co.
Philadelphia, Pa.
Magill-Weinsheimer Co. Philadelphia, Pa.
Magill-Weinsheimer Co.
Chicago, Ill.
Manz Engraving Co.
Chicago, Ill.
Strobridge Lithographing Co.
Cincinnati, Ohio
U. S. Printing & Lithographing Co.
Baltimore, Md.
Globe Printing Co.
Denver, Colo.
Penick & Ford,
New Orleans, La.
Rogers & Co.

Rogers & Co. Chicago, Ill. University Press Cambridge, Mass. And hundreds more.

Modern advertising is scheduled as closely as the Chicago-New York Limited. Broadsides, folders and catalogs must be out on a certain day, in

There is no place in this scheme of things for the printer or lithographer who cannot be depended upon to deliver the job on time. He does not get the chance to break many promises to the worthwhile buyer of printing. He has a shifting, second-class, price-buying lot of customers. He lives a hunted, worried business life.

Printers and lithographers who use REDUCOL have found that it helps them wonderfully in keeping delivery promises. They have no ink troubles. Their press runs start promptly and finish on schedule REDUCOL is the original ink reducer with a paste base. It works equally well under all weather conditions. It cuts the tack out of the ink without affecting the body, softens it instead of thinning it. It eliminates picking and mottling. It makes halftones, type and rules print up clean and clear.

REDUCOL does not affect colors. It gives impressions an excellent surface for perfect overlapping. It distributes the ink better, giving 10% to 25% more impressions. It has a marked tendency to cut down offset onto the tympan, slipsheeting, and wash-up during the run.

Try 5 or 10 pounds of REDUCOL and see what it will do for you. No charge if REDUCOL does not do all we claim for it.



INDIANA CHEMICAL & MANUFACTURING COMPANY

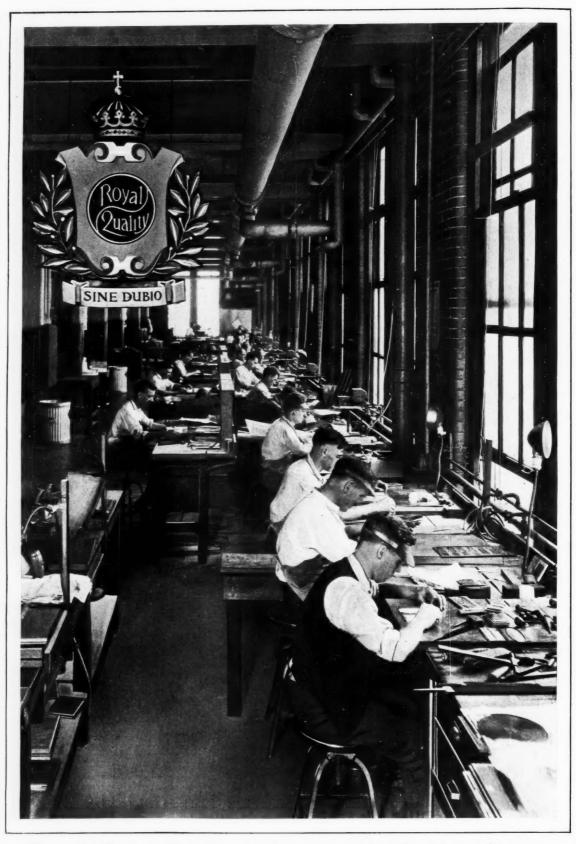
Dept. I-6, 135 S. East Street, Indianapolis, Ind., U.S.A.

23-25 East 26th St., New York City

608 South Dearborn St., Chicago

Pacific Coast Agents: GEO. RUSSELL REED Co., San Francisco, Seattle, Portland

Canadian Agents: MANTON BROTHERS Toronto, Montreal, Winnipeg



Royal Men at Work. A Section of the Finishing Room Doesn't this picture give you an impulse to do business with Royal?

Royal Men Work for the fame of Their Mark

which hangs in the shop and which means more than a typographic decoration



Royal Electrotype Company Philadelphia, Pa. U. S. A.





Man Power, Plus

SHORTER hours, higher wages, scarcity of labor,—your problem! Conserve man power by using the Transveyor System of Trucking and Storage. Inexpensive to install, but costly to do without. Used for years by the leading manufacturers in practically every line of business. You need it.

The all-steel Lift Truck and the separate loading platforms will help speed up production, increase free floor space, and cut down labor costs. The Transveyor makes light of hard work and is built to stand constant use and abuse.



TRANSVEYOR



COWAN TRUCK COMPANY 22 Water St., Holyoke, Mass.

I am interested in reducing the cost and increasing the efficiency of hand trucking. Send a copy of "HOW TO APPLY THE TRANS-VEYOR TO YOUR BUSINESS."

Name	**********
Address	********

TRANSFERS

Various items passed on to the Factory manager for his perusal and profit. Your experience with the Transveyor System is invited.

HANDLING PARTS & PIECES

FOR storage and movement among different departments of small parts, a box-skid like the drawing herewith is recommended. These boxes are easily put together by any factory carpenter and serve many useful purposes. The weight of the box being shown, the net weight of the contents can be

instantly secured without the necessity of removal. The Transveyor meets all conditions, and the construction of the skids fits it to the varied requirements.



THEY AUTO PLEASE

THE Winton Co. says that six Cowan Transveyors are saving \$5,280 a year for them on their factory trucking. The Republic Motor Truck Co. reports that the Transveyor Lift Trucks cut their interior trucking expense 90 per cent, saving \$5,400 a year, or over \$16,000 up to the time of writing.

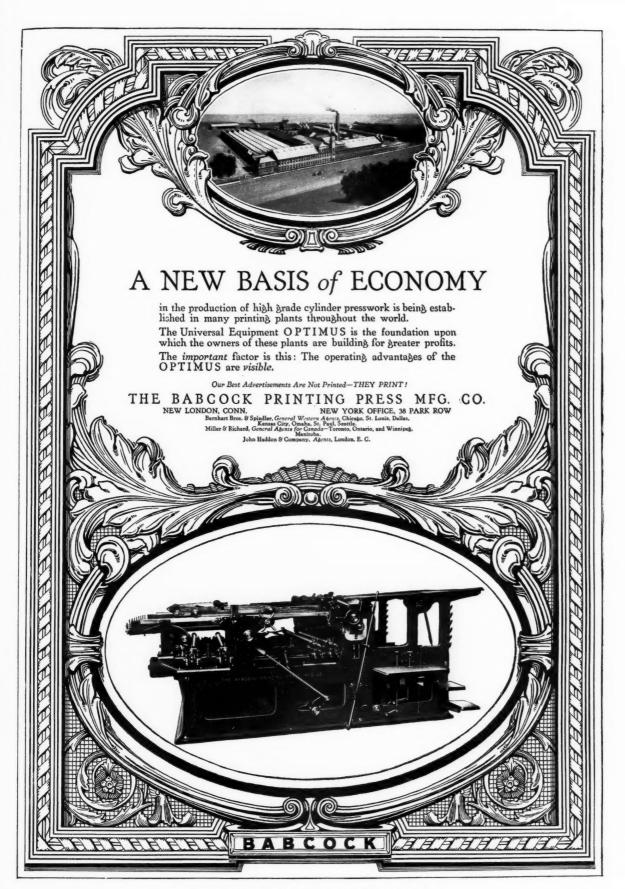
"FIRE PROOF"

FIRE wrecked the Puritan Rubber plant, and down with the burning mass plunged a Transveyor into the cellar. The fire burned for 24 hours. The Transveyor was eventually dug out, with paint missing, but otherwise perfectly workable. It was put to work clearing up the mess. They say the "durn thing" looks as if it will outlast its original guarantee period of 5 years.

SLEDGE HAMMER TEST

OF course no user of a Cowan Transveyor will deliberately try to scrap it with the aid of a sledge hammer. Nevertheless, a device of this kind must encounter many severe blows in the course of daily use. The All-Steel construction of the Transveyor will stand these without serious effect. Actual





Movie of One Minute of a Printer's Life



THE GRANDVIEW HERALD

Chapin D. Foster, Publisher Grandview, Washington

April 4, 1920

Porte Publishing Company,

Salt Lake City, Utah, Gentlemen . -

The Franklin Printing Price List reached us at 11:32 today. At 11:32 1/4 wedecided to ask you to call off your proposition for a sixty-day trial, and at 11:33 we are writing you to that effect.

The work is the finest thing our profitless soul has seen for many moons If I could get as much for my money every time, life would be one glad song.

It isn't a bad old world at that, but your Price List is making it a lot nicer rom a printer's standpoint. Success to you.

Cordially yours, Chapin D. Foster.

This letter is a specimen of what thousands of printers in all parts of the world have to say about the Franklin Printing Price List and the wonderful service that goes with it.

If you are not familiar with it, write for our Guarantee Offer, or ask the next salesman for a paper house, type foundry, supply house, or some other printer what he knows about the Franklin Printing Price List.

May we hear from you?

Porte Publishing

R.T. PORTE. President.



Hot Weather Advantages

Forget your worries of tabbing glue during the hot, disagreeable weather. Save your temper by using

Tabbing Compound

NUREX offers exclusive advantages during the hot, damp weather, the most trying time for a tabbing glue; for instance, it never gets sticky. What is more aggravating than to have a customer call up and say that his pads are falling apart, due to the glue becoming sticky and stringy? NUREX retains its resiliency and is still tacky enough to hold the pads together even in the hottest weather.

Order a trial gallon today from any of our many distributors and be convinced that NUREX will end your tabbing troubles.

The Lee Hardware Co.

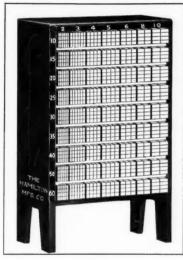
SALINA, KANSAS

The NUREX Tabbing Pot is designed for use with NUREX Tabbing Compound. Ask the nearest distributor of NUREX for circulars giving full information and prices.

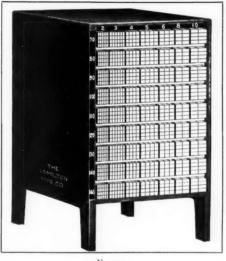
HAMILTON

Furniture and Reglet Cabinets

are now made as illustrated hereon with sanitary base and all of uniform height - 38½ inches - bringing the top level with a standard imposing table. Contents are readily accessible and the superiority of the new design is obvious. Cabinet may be placed near the imposing table, against the wall, or in any desired location. All numbers are on metal strips, with white letters on black background.



No. 3710 Cabinet and Contents



Cabinet and Contents

Hamilton Furniture and Reglet are made from carefully selected stock, properly seasoned, and by special machinery built exclusively for this work, thus insuring a finish and accuracy impossible by any other known method.

DETAILS

No. 3700 — 432 pieces; lengths and widths same as No. 3710. No. 3705 — 432 pieces; lengths and widths same as No. 3715. No. 3710 — 972 pieces; see illustration above. No. 3715 — 972 pieces; see illustration above. No. 3715 — 972 pieces; see illustration above. No. 3720 — 1332 pieces; lengths and widths same as No. 3710. No. 3725 — 1332 pieces; lengths and widths same as No. 3715.

REGLET CABINETS

Made same style and height as Furniture Cabinets illustrated hereon.

No. 3690 — Contains 34 pieces each (6 and 12 pt.) in following lengths: 10 to 33 by picas; 36 to 60 by 3 picas. Total

pieces, 2244.

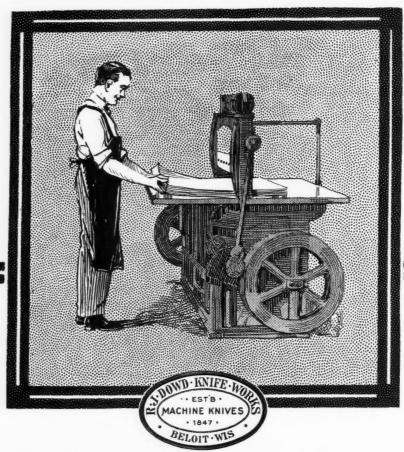
3695—Contains 34 pieces each (6 and 12 pt.) in convenient lengths, 61 to 160 picas. Total pieces, 2244.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN Eastern House, RAHWAY, N. J

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



Rapid cutting; accurate cutting; clean, smooth product—these are yours when DOWD Knives are used.

DOWD Knives are supreme in the paper cutting field. Made of Swedish Tool Steel scientifically treated, properly proportioned as to weight and shape, they offer a cutting edge of irresistible sharpness.

A sharp edge that stays sharp all the time for a long time. That is the big secret of DOWD Knives' popularity.

Increased output, satisfactory work and a satisfied operator invariably result from the use of DOWD Knives on your paper cutter. Ask your cutter man—he knows. He has used DOWD Knives for years—probably saw his father use them. DOWD has made good knives for over seventy years of popularity.

Write DOWD of Beloit if you have a knife problem.

R.J. Dowd Knife Works

Makers of better cutting knives since 1847
Beloit, Wis.

Human Hands Cannot Tie Bundles as Quickly, Compactly, Neatly

AS

The Portable **'QUICK BUNDLER"**

Printers and Binders Use It for tying up

Signatures Catalogues Books, etc.

Folders

Special Features of this Bundler

The Portable QUICK BUNDLER is preferred by printers and binders because of its portability—it can be transported with ease and facility from one part of the pressroom or bindery to another.

The Portable QUICK BUNDLER occupies but little space—it stands in the most natural (upright) position for receiving the work—is rapid in action—every one can operate it at sight.

Built on a simple mechanical principle that affords powerful leverage and compression.

A FEW OF THE HUNDREDS OF USERS -

STREET & SMITH					New York	KNICKERBOCKER BINDERY New York
DOUBLEDAY PAGE & Co.					New York	AMERICAN BOOK Co Cincinnati, Ohio
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THE PICTORIAL REVIEW				٠	New York	FOREST CITY BOOKBINDING Co Cleveland, Ohio.

Write for Full Particulars

The Master Machines Corporation

Builders of "THE BABY" CYLINDER and AUTOPRESS

110-112 West 40th Street, New York City

Cable: AUTOPRESS

Hot Weather has No Terrors for the Printer who Installs

ROUSE ROLLER FANS

NOW is the time to make the Installation — before the Hot Weather is here.



 THE hottest months of the year will soon be here. Summer usually means a succession of troubles in the pressroom. Protect yourself against soft, mushy rollers and spoiled work by equipping your presses with Rouse Roller Fans which represent the best solution of hot-weather roller troubles — such as poor presswork, delayed deliveries, and dissatisfied customers.

No Electrical Connections Necessary

There is no need to call in outside labor to install the Rouse Roller Fans. No electrical connections are necessary—simply clamp the fan onto the main gear guard of a Miehle press and the installation is complete. The press supplies the power.

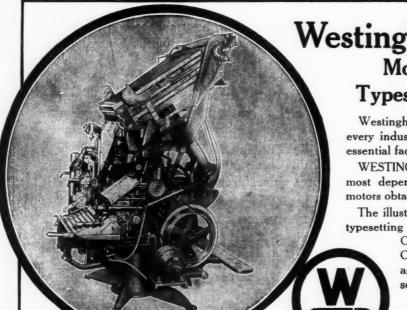
Sold on our broad guarantee of satisfaction or your money back

SOLD BY DEALERS EVERYWHERE

MADE ONLY BY

H. B. Rouse & Company

2214 Ward Street, Chicago



Westinghouse-Cline

Motor Drive for

Typesetting Machines

Westinghouse Motors can be found in every industry where reliable drive is an essential factor. There is a reason for this.

WESTINGHOUSE motors stand for the most dependable, durable and efficient motors obtainable.

The illustration shows a motor drive for typesetting machines as furnished by the

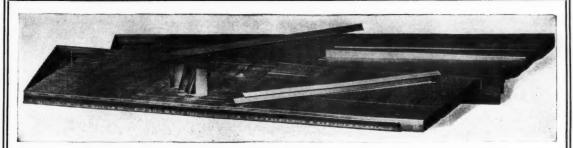
Cline Electric Mfg. Company of Chicago and New York. Here again a Westinghouse Motor is selected as the medium of drive.

Westinghouse
Electric & Manufacturing Co.

East Pittsburgh, Pa.

Sales Offices in all Large American Cities.

Westinghouse



Miles and Miles of Leads and Slugs

Are Quickly and Cheaply Produced by the

Thompson Type, Lead and Rule Caster

THE galleys shown above contain 33 pounds each of 2-point leads and 6-point slugs, a total of 66 pounds produced in 50 minutes, including change of mold from leads to slugs.

It is this great output, combined with the high quality of its product, that makes the Thompson the only type and lead caster you can afford to install.

And you should install a type caster. The high wage scale in composing rooms, together with the high cost of foundry type and spacing material, are two big reasons why you need just such a machine.

With a Thompson in your composing room there will be an immediate reduction in these high costs. Eliminating the expense of distribution, wiping out type foundry bills, doing away with picking and hunting for sorts, are three ways the machine will save you money. A request on your business letterhead will bring further particulars.

THOMPSON TYPE MACHINE CO., 223 West Erie St., Chicago

Why NOT Help Your Salesmen Get Some New Accounts?

New accounts mean new business—more profits—the goal you are striving to reach. Perhaps right now your salesmen have several promising prospects with whom they are trying to close.

Let's Give Them a Competitive Advantage

Install the Matrix Ruled Form and Tabular System, which is getting the business for scores of the best printers today. Factories, banks, wholesale houses, in fact all lines of business, use blank forms, manifold forms and cost sheets, ordered in large quantities.

If you have an intertype or linotype equipped with the Matrix Ruled Form and Tabular System you are well prepared to handle this class of work.

You can figure blank work 25 per cent lower and still make more money than your competitor who hasn't this labor-saving system.

If you give your customer good service on blank work the rest is easy. You've gained a foothold.

Let Us Show You How You Can Cash in on This Opportunity

The coupon is for that purpose. Use it - right now.

Matrix Ruled Form & Tabular Co.
Tournine Building, Fort Worth, Texas

Matrix Ruled Form & Tabular Co. Toursine Bidg., Ft. Worth, Texas

Gentlemen — Enclosed find a few samples of blank and tabular work. Show us how we can save money on the composition of each individual job, setting it on the machine. Tell us why and how your system is superior to others.

Address

Tozan State

Kind of Machines _____ Intertypes ____ Linotype

"Born Without a Curl"

Ideal Guaranteed Flat Gummed Papers

Remember the Name.



Insist on this Label

Absolutely flat before, during and after printing.

Send for sample sheets

IDEAL COATED PAPER COMPANY

Mills and Main Office, BROOKFIELD, MASS.

NEW YORK

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FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling Houses of the American Type Founders Company

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR PRINTING PLANTS

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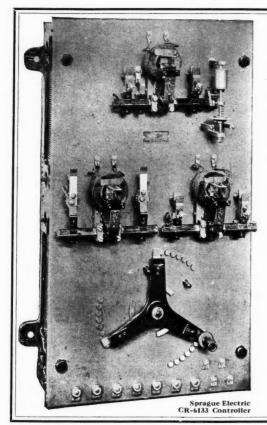
LOS ANGELES SAN FRANCISCO PORTLAND SPOKANE

Chandler & Price Presses Paper Cutters Hartford & National Presses Boston Wire Stitchers Boston Staple Binders Portland Multiple Punches Golding Machinery Hamilton Wood Goods Challenge Mach'y Co. Products Lee Two-Revolution Press Type, Borders & Ornaments Metal Leads & Slugs Brass Rule & Metal Furniture **Numbering Machines** Angle Ink Knives American Plate Brushes

Stapleset Benzine & Lye Brushes

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Run-Easy Tape Couplers



SPECIFY

Sprague Electric CR-6133 Controller

if you want to get on an A. C. circuit

Widest Range of Speed Plenty of Power at Starting Slow Make-Ready Speed Push-Button Control

Controller brings press up smoothly to printing speed predetermined by Foreman. Fast and slow speed obtainable from the PUSH-BUTTON STATIONS.

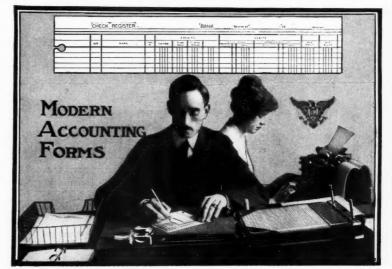
The Controller that made operation of small rotary presses practicable on Alternating Current circuits.

Write for Bulletins Nos. 242 and 48706.



National Modern Accounting Forms are a great assistance in keeping specialized business records. Many of these forms have been especially prepared for the National Line by expert accountants. The sheets are punched to fit regular sized Post Binders.

Modern Accounting Forms are time and labor savers,



and supply most of the headings necessary for high grade accounting. In buying Blank Books or Loose Leaf Devices always ask for "National" and identify them by the Eagle Trade Mark.

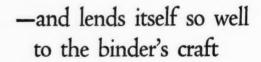
Send for free copy of "GOOD RULES FOR BOOKKEEPERS."

NATIONAL BEST COMPANY

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The Fabrikoid Process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen-all pliable, scuff-proof, stain-proof and water-proof





FABRIKOID may be easily stamped, gilded or embossed with special designs. Countless beautiful effects may be obtained. It cuts in multiples with minimum waste and can be worked with standard adhesives and machinery. It is ideal from the binder's point of view.



And the owner of books is always pleased with volumes bound in Fabrikoid for, not only is it beautiful, but nothing can compare with it in utility. Finger-prints, grease-stains, even ink-spots, may be washed off Fabrikoid bindings. Furthermore, Fabrikoid is scuff-proof and practically indestructible.

There is a Fabrikoid for every type of binding—from the masterpiece that ornaments the library table to the textbook in daily use. It is ideal for catalogs which must make an impressive and lastingly fine appearance.

Why not write for samples today? Mention the type in which you are immediately interested.

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FABRIKOID

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen—and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

Carmichael Blanket Co.

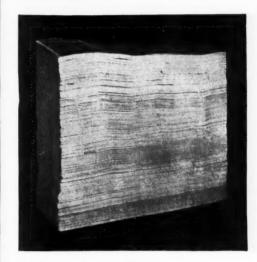
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Makes Presses Deliver Light Paper

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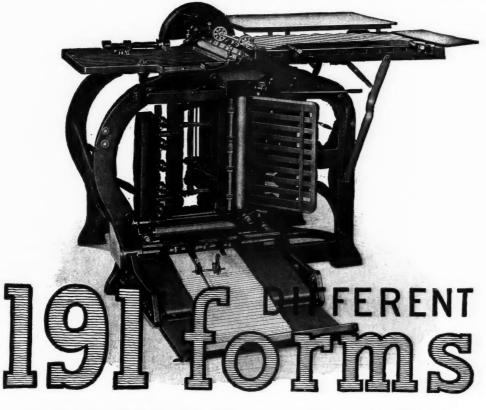
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Shuey Factories Building



4,045,500 Folds is a Lot of Folds

HE latest addition to our plant is the new type Cleveland Folder. A record of production for the two months we have operated this folder, shows that out of 398 productive hours, it has folded 1,594,000 circulars, making a total of 4,045,500 folds. This machine requires two girls to operate it. These two girls doing the same work by hand would have taken 2,890 hours, or seven months.

Before installing this machine, although we did not do the same volume of business we are now doing, hand folding was the only method we had of handling this class of work in our plant. From these figures you can draw your own conclusions as to how much better we are equipped to serve you.

The above was taken from a circular sent out by a Kansas City firm to its customers—name furnished upon request.

THE CIEVEIAND FOIDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York The Bourse, Philadelphia 532 South Clark Street, Chicago 101 Milk Street, Boston

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.

Mercantile and Industrial Buildings of CONCRETE

Mean-

Fireproof, permanent, practically maintenance-free structures.

Freedom from vibration, greater load carrying capacity and reserve strength.

Speed of construction, regardless of season.

Well lighted, clean, healthful surroundings—helping to make contented workers, who increase production.

First cost is practically the only cost.

Low insurance cost.

You'll be interested in our new booklet "Mercantile and Industrial Buildings of Concrete." Just ask our nearest District Office to send you a copy.

PORTLAND CEMENT ASSOCIATION

Atlanta
Chicago
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Denver,
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Reinforced Concrete Loft
Building, Hoboken Land &
Improvement Company,
Hoboken, N. J.

A Bundle Every
Ninety Seconds

One workman, with the machine illustrated, can bundle the output of eight or even ten folding machines. Such performance this machine will give day after day with an astonishing and gratifying regularity. No pulleys, no belts, no gears—absolutely nothing to get out of order. Folders, catalogues, books, signatures are quickly and uniformly compressed into compact and handy bundles.

For complete information write for our folder, "High Pressure Bundling Machines."

A FEW USERS

Sears-Roebuck & Company Chicago, Illinois R. R. Donnelley & Sons Co. Chicago, Illinois W. F. Hall Printing Company Chicago, Illinois Woodward & Tiernan Printing Co. Saint Louis, Missouri Houghton Mifflin Company Cambridge, Massachusetts International Text Book Company

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Special Sizes Built to Order.

BERRY MACHINE CO.

317 North Third Street, ST. LOUIS, MO.

We Ask You to Consider Your SINS

of Omission & Commission
Against Your

ELECTROTYPER

Clean the INK out of Type and Half-tones

Send the electrotyper cleaner forms, especially forms with half-tones. Printing ink is all right in its proper place, but its proper place is not in the bowls of letters or between the dots of a half-tone plate.

Transferring printing ink from the top of a half-tone dot or from the printing face of type to paper is profitable work. Wiping printing ink from the face of type and the tops of half-tones into the interstices and depressions is unprofitable work for both the printer and the electrotyper.

Freshly laid ink is easily cleaned from forms and originals. Ink dried into the bottom parts of type faces and half-tones is almost impossible to remove. It not only takes time and a strong solvent, but it is destructive to the face of the type and especially to the fine dots of a half-tone. Many an electrotype from a perfectly etched half-tone has printed shallow on the press because the "boy" didn't know the difference between wiping the ink off the half-tone and cleaning out the ink from the half-tone.

Often a proof is taken from a half-tone three, four or even more times a day—or more apart—before sending to the electrotyper. If the half-tone is not carefully cleaned a film of ink is left at the bottom of the printing surface. Multiply this several times and allow it to dry hard between proofs, and the printing depth is reduced $\frac{1}{2}$ to 1 one-thousandths. If the printing depth is reduced, the moulding depth is also reduced.

If the electrotyper cleans out the dried in ink, it takes from five to thirty minutes of the moulder's time. The electrotyper pays a moulder as much or a little more than the printer pays a pressman. The moulder operates a press costing from \$2,500.00 to \$6,000.00 according to size. It is not hard to figure out the cent value of the moulder's minutes. And the electrotyper knows as well as the printer that it is the part of the printer to clean his forms and originals before sending them to the foundry.

So much for printing ink where it does not belong. Help yourself and your electrotyper by keeping it in its place.

INTERNATIONAL ASSOCIATION of ELECTROTYPERS

This space contributed by Lead Mould Electrotype Foundry, Inc., New York City



The Ryan & Hart Company

TWENTY-SEVEN years ago this firm began business with two Chandler & Price Gordons. Their first job was a payroll check for the Lake Street "L."

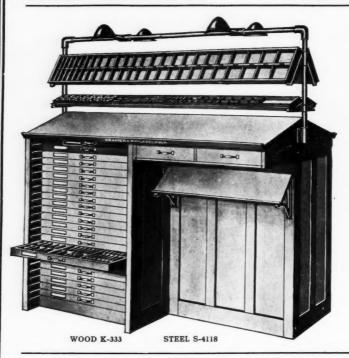
Today this same firm have an extensive battery of Chandler & Price's. Today their Gordon presswork is varied and makes up a very remunerative part of their big business.

The money made on their first two presses, the quality and speed of work they did over a long period of years, was primarily responsible for the gradual growth up to the present number of Chandler & Price presses.

Write for booklet "The Profit in Printing"

Chandler: & Price

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities



More than 2,000 designs in Printers' Furniture

Write for particulars

K-333 This Cabinet is arranged for two compositors. Both sides are alike. Especially desirable for work requiring a large amount of leads, slugs, brass rule and like material. Top equipment adjustable for height. Contains 44 extra depth California Job cases with label holders. Projecting fronts, four copy drawers, two galley shelves, double depth lead and slug case for lengths 4 to 28 ems, and auxiliary boxes. Electrical equipment includes six sets of fixtures. Floor space 72 x 3434 inches. Made in wood and steel.

We have in stock complete cabinets in either wood or steel. Immediate delivery.

KRAMER STORAGE IMPOSING TABLE

IN STEEL-CAPACITY 392 STEEL GALLEYS-IN WOOD

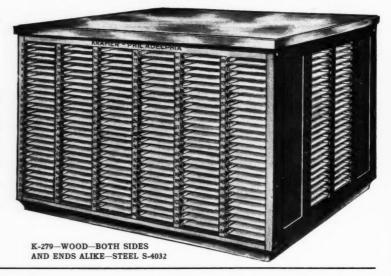
Semi-steel top, 51×65 inches x 13/4 inches thick, 1/2 inch rabbet at sides and ends, height 39 inches. Frame contains angle steel runs to accommodate 392 pressed steel galleys, $83/4 \times 13$ inches inside, metal number plates, concave toe base. Both sides and ends alike. Made in red oak, durable as iron or all steel. Finished in dark olive green gloss enamel or antique oak.

STEEL GALLEYS

We have in stock for prompt shipment Pressed Steel Galleys and Non-Rusting Steel Galleys in the following sizes:

3½" x 23½" 8¾" x 13" 6¼" x 23½" 10" x 16" 8½" x 23½" 12" x 18"

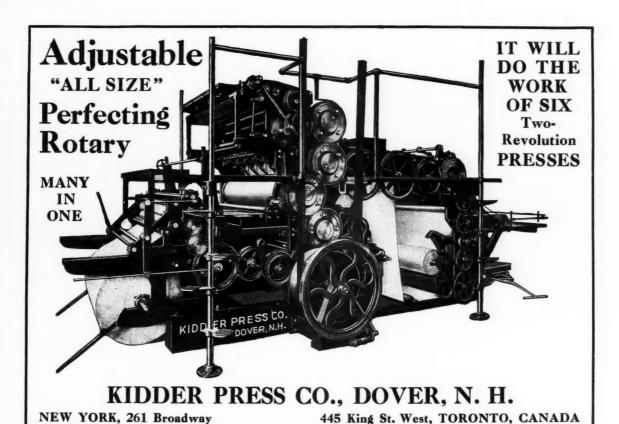
Other sizes made to order promptly.



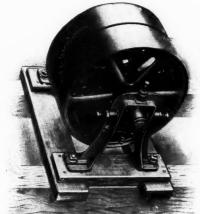
KRAMER WOODWORKING CO.

FOURTH AND LEHIGH AVENUE

CONTINUOUSLY SINCE 1797 PHILADELPHIA, PENNSYLVANIA



HORTON (FOUR-) Variable Speed Pulleys



Counter-Shaft Type Horton 4-In-One Variable Speed Pulley, adaptable to a wide variety of machines.

Has turned many an ill-paying printing plant into a leading and profit-getting establishment.

Meets every exacting requirement of the printer, long identified as

The Pulley With the Pull That Pays

Chosen as standard equipment by several of the largest job press manufacturers.

Always Ready to Create Efficiency

Write for new catalogue.

HORTON MANUFACTURING COMPANY

3008-3018 University Ave., S. E., Minneapolis, Minn.



"This Folder Will Talk Right Up to Our Prospects"

"It has plenty of punch in it now-but what is really important, it will still have punch when it reaches our prospects. That's the beauty of Foldwell. We can depend on it to carry our messages clean and whole to the ends of the earth."

Foldwell is the only coated paper that is capable of such performance. The best engravings and drawings that money can buy print without any loss of value on Foldwell. But more than this, Foldwell always preserves the impressiveness created by good drawings and engravings. Folding or rough handling does not mar Foldwell. Its strong fibers and rag base insure it against cracking even when folded against the grain.

The effectiveness of any direct advertising can be measurably developed by using Foldwell. Our booklet, "Paper as a Factor in Modern Merchandising," explains. We will send it gladly.

Foldwell Coated Papers are made in Book, Cover and Writing.

Chicago Paper Company, Manufacturers

914 South Wells Street, Chicago, Ill. NATIONALLY DISTRIBUTED BY

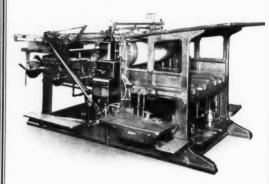
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Kimbleize Now

to be ready for the Fall Rush



Give Maximum Output with Minimum Power Cost and a Low Labor Factor

Output is increased and labor cost percent decreased, because the flexible speed control of Kimble-driven presses enables the feeder to suit the speed to the job; his tendency being to run every job as fast as it will stand, without spoilage or use of the throw-off.

Power cost per thousand impressions is greatly reduced by the fact that Kimble Variable Speed Motors have the unique characteristic of consuming current almost in proportion to speed of operation.

This means that if the average run for any period is 65% of the maximum speed you have saved 25% of your power bill.

Kimble Job Press Motors

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Kimble Motors for Monotypes, Stitchers, Folders, Cutters and other Print Shop Equipment

(For Alternating



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KIMBLE ELECTRIC CO.

635 North Western Avenue **CHICAGO**

The Ellis "New Method" Embo\$\$ing

Costs you less than a second color Gives you original chic effects Saves you time - \$3.00 per hour Brings you business without "cutting"

The Secretary, U. T. A.

" A clever embossing method."

Harris-Huntly Ptg. Co.

"For simplicity and effectiveness, it is the best thing we have ever seen."

The Diggon Printing Co.

"It is a gilt-edged proposition . . . would not take \$500.00 for our licence."

The Ellis
"New Method"
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Co.

140 W. 38, New York

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NOTE— Beware of unauthorised salesmen All licences issued for New York Infringements rigidly prosecuted.



For the Small Work Economically and Quickly Done— THE PEARL PRESS



Six Strong Points of the Pearl Press

- 1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.
- 2. Easy Operation.—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.
- **3. Durability.** Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.
- 4. Strength.—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.
- **5. Noiseless.** Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.
- **6. Cost.**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE

AMERICAN TYPE FOUNDERS CO.

Also Type Foundries and Dealers Generally

Make Your Equipment Complete

Nelson Punching Machine

The purchase of a Punching Machine is based, primarily, on its ability to render service at least cost per unit as well as per year. The Nelson Press has no subsequent heavy expense for broken dies, parts, and equipment attendant upon a cheap machine with low initial cost.

Nelson Dies are different both in their construction and performance. The punching members, after all, are the foundation of every punching equipment and the index to its earning capacity. Every Nelson die is built to the highest mechanical standard and warranted under an iron-clad Nelson guarantee which eliminates breakage, replacements, or inaccuracy of any kind.

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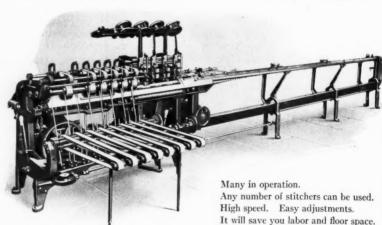
C.R.&W.A .NELSON

190 North State Street, Chicago, Ill.



Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



THE CHRISTENSEN MACHINE COMPANY RACINE, WISCONSIN

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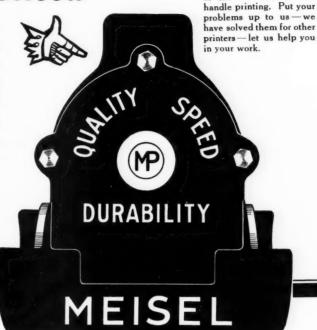
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N machinery it means that production problems are being met—but not at the sacrifice of quality. Production can not be met without the essentials of Quality, Speed and Durability. Meisel machines give their own particular satisfaction, due to meeting customers' needs.

Write today for details.

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MEISEL PRESSES are designed to take care

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COMPLETE PLATE MOUNTING System for Book, Catalogue and Color Printing



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